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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXX

NEW YORK, NOVEMBER 7, 1931

No. 19



★ PRESIDENT



★ GOVERNOR

Ready December 14th... the two new volumes

WOODROW WILSON

LIFE AND LETTERS

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Wilson in the White House. 2 more volumes of Ray Stannard Baker's official biography. 50,000 read the first two. Don't miss sales on this most important of all war documents. Boxed, \$10. DOUBLEDAY, DORAN

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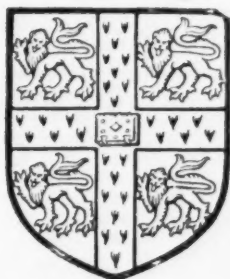
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New York

AN ANNOUNCEMENT OF IMPORTANCE TO THE TRADE



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of English Literature*

AND

*The Cambridge History
of American Literature*

THESE two standard works of reference on English and American literature, hitherto published in America by G. P. Putnam's Sons, have been acquired by The Macmillan Company and issued at the reduced price of \$4.00 per volume.

The authority of the contributors, high editorial standards, and completeness of scope have given these Cambridge histories an almost unique place among reference works in their field. Both sets have commanded a steady and continuing market in America.

Stock of the fourteen volumes of *The Cambridge History of English Literature* and the four volumes of *The Cambridge History of American Literature* is now ready. Orders should be sent to the nearest branch office of The Macmillan Company, or your jobber.

THE MACMILLAN COMPANY ❧ NEW YORK

WE ARE DOING OUR SHARE, ANYWAY

The Publishers' Weekly, October 17, 1931

No Power To Decrease Titles

BOOK production figures for September and for nine months of 1931 printed in this issue emphasize the fact that the difficult conditions in industry have not yet caused any appreciable lessening of new book titles. The first nine months of 1930 have been exceeded this year by 225. This does not mean more sales but simply more new titles, and, while a few publishers have announced shorter lists, most publishers seem content to let someone else do the cutting. Undoubtedly, this avoidance of curtailment is putting great pressure on the retailers, the sort of thing other industries are seeking to avoid.

Of course, in the total of 10,000 books a year, new titles and new editions, there is much which is not the concern of bookstores. Books on medicine, law and technology, for instance, are sold direct, and the publishers must know whether the sales justify new investments. Books on education and philology, agriculture and domestic economy are sold direct to schools. But there seems to be no good reason why fiction should not be more radically curtailed. The figures show a decrease of only 56 titles in nine months, while in children's books there has been an increase of 135 titles. History and geography also show increases while biography, which has in late years reached a high peak, is still high at 533 titles.

Publishers believe that every book they publish is the result of careful winnowing. They are always looking for a way to avoid unprofitable projects, as the loss on a book that fails to achieve success amounts to many hundreds of dollars in plates, printing and promotion. Furthermore, it is pointed out, every year brings up new subjects and new authors to the front, and they need attention. But after all, here is an industry that has shown a rapid increase in the number of titles over ten years and, now, with a real depression here, the industry seems to lack power to initiate any observable decrease in output and relieve the pressure on bookstores. Publishers ought to look at these nine months' totals with care and decide to lessen by this coming January the strain on the retail outlets.

OUR ANNUAL OUTPUT OF TRADE BOOKS

1928	101 Titles
1929	96 Titles
1930	94 Titles
1931	73 Titles

and this year, so far, one in every eight a Best Seller—of 47 titles published before September 15, 6 have made the "P. W." lists of 10 Best Sellers, taking 13 places out of a total of 180—score 7%+. Others will find places on these lists shortly.

Our sales of new books so far this year are larger than for the corresponding period in 1930.

THE POLICY PAYS!

We promise continued exploitation of

HATTER'S CASTLE

FINCH'S FORTUNE

THE WINDMILL ON THE DUNE

THE EPIC OF AMERICA

FORTY-NINERS

WHAT LIFE SHOULD MEAN TO YOU

and other important titles, right through till Christmas.

LITTLE, BROWN & COMPANY, BOSTON
PUBLISHERS OF BOOKS THAT SELL

Here's the
book on the
depression that
booksellers
have been
waiting for—
Already in
its second
edition.

THE WAY OUT OF DEPRESSION

By Hermann F. Arendtz

"It is far and away the most concise, the most precise and the most convincing examination of the causes of the present world-wide economic depression that I have seen from any pen."—*Nicholas Murray Butler.*

It's already selling well in New York and we think it's going to sweep the country. Practical and sane, it is also a startling and original explanation of depression causes. Dr. Arendtz's solution is based on bi-metalism, a subject which Hoover and Borah have recently given nation-wide publicity. This book is timely enough, important enough, and unusual enough to get big sales. The price is \$1.00.

HOUGHTON MIFFLIN COMPANY



What is a "Christmas book"?

IS IT not the book which will appeal to the reader of any age and interest; is alluring in text; gay in format; moderate in price; and saleable the year 'round?

Then, what is more tempting to the shrewd eye of the calculating bookseller than Christopher Morley's BOOK OF DAYS, now published in a new edition, fetching in format. Here is *the* gift book for Christmas—a journal for every day and every year, (this new edition is designed to be suitable for *every* year) chosen from the literature of the world. The most various and volatile anthology ever collected: a carton of all-wheat crisps from the granaries of literature—both beautiful and amusing.

"Just the right book. . . An excellent gift—the selection of quotations raises it far above a mere calendar."—*Good Housekeeping*.

"If you are thinking about gifts for Christmas, one way to avoid the mad, senseless rush . . . is to get a supply of Christopher Morley's BOOK OF DAYS."—*Pasadena Star News*.

Printed in two colors throughout. New edition. November 13th, \$2.50. John Day books, 386 4th Avenue, New York.

*Well, here's a
great idea*

By

Christopher
Morley

in

A BOOK OF DAYS

We are probably a little nuts about this, but it seems reasonable to suppose that a hundred thousand copies of this cock-eyed book will be sold in the month before Christmas.

The Book of BLAH

Look!

This ad was designed by Mr. Elmer Zilch, personally.

The November Issue of the Magazine **BALLYHOO** has sold 1,500,000 copies (Mr. Gould of The American News Company says it's the most sensational magazine success he's seen.)

BLAH
EVERYONE who reads it (and that probably includes you, you big hypocrite) likes it. If only one out of ten want the book to give as a Christmas present it would account for a sale of **HALF A MILLION**—
Oh, sorry, the logarithm book has just been taken from our desk

The book of **BALLYHOO** will be 96 pages, will measure 1 foot by $\frac{3}{4}$ of a foot.

The price is

\$1.25

Publication date November 20th

Norman Anthony,
the editor of **BALLYHOO**
is writing a special introduction.
Keep Kissable!



Simon and Schuster
386 Fourth Avenue, New York

THIS PAGE IS FOR GROWN UPS

THE STAG AT EVE

"This gallery of the unpublished work of various artists whose stuff is familiar to readers of The New Yorker is a certain bet for Christmas gift sales. These drawings are ribald beyond any yet offered in a public edition, but the humor is real and it is impossible for normal persons to take offense. The book can't miss."

—American News of New Books

Nov. 25, \$3



BURLEYCUE

AN UNDERGROUND HISTORY OF BURLESQUE DAYS



*The rowdy, riotous story of
musical comedy's wayward
sister—Burlesque*

BURLEYCUE

An underground history of sixty years of bawdy, gaudy fun—from the Western honky-tonks to the more pretentious theatres of the East where you could "slide from the last row to the orchestra pit on the tobacco juice." Racy inside stories, and hundreds of portraits of the old-timers, playbills, cartoons, theatres, etc. The most amusing book since "Sins of New York."

By Bernard Sobel
(Ziegfeld's press-agent)

Nov. 16, \$5

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will
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HELL!**

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1. **WHY** will war debts and reparations *never* be paid, and how is Hoover unwittingly responsible for their cancellation?
2. **IS** England through as a great world power?
3. **WHY** can Mussolini's ambitions only be realized by war?
4. **HOW** did France cause the downfall of the MacDonald Ministry and the English financial collapse?
5. **WILL** Soviet Russia continue to "dump" raw materials?
6. **WHY** has the League of Nations failed?
7. **WHAT** nation dominates European politics and how does its diplomatic policy presage inevitable war?
8. **WHAT** is the Polish Corridor and why is it the powder magazine of Europe?
9. **WHY** did Germany commit suicide with American money?



**Because of its importance at this time
being rushed through for publication**

CAN EUROPE THE PEACE

HARPER & BROTHERS

SIMONDS blot 9W with the fuse burning!



- notgnillW
- 10 WHY has France exploded all disarmament conferences?
 - 11 WHY is Woodrow Wilson responsible for present European animosities?
 - 12 WHY is the situation today like that in 1914?
 - 13 WHAT is the economic solution to European problems and is such a solution practicable?

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ace of timeliness this book is
for publication on December 1.

HOPE KEEP PEACE ?

& ROTHERS

We told you

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By FREDERICK LEWIS ALLEN
- **Wellington**
By PHILIP GUEDALLA \$4.00
- **Can Europe Keep the Peace?**
By FRANK H. SIMONDS \$3.00
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By GEORGE DORSEY \$5.00
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By GEORGE DAVIS \$2.50
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- **Diary of a Provincial
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By E. M. DELAFIELD \$2.50
- **Thursday April**
By ALBERTA PIERSON HANNUM \$2.50
- **Forty Stay In** \$2.50
By JOHN W. VANDERCOOK
- **The Glories of Venus**
By SUSAN SMITH \$2.50

We told you in August our Fall List was the finest we'd had in 114 years of publishing. We told you it would blanket the field. We told you it would bring customers into your store to spend money.

NOW WE'VE PROVED IT

In September—with two Book Club Selections and half a dozen other best sellers—Harpers owned the Best Seller lists.

In December—with two more Book Club Selections—Only Yesterday, and Wellington—the Harper season closes with as big a smash as when it started.

In between—a dozen of the fastest selling books you've had!

Look down the column at the left. Every one of these books is an established success—tested by the *only* standard: SALES!

These are the biggest selling plums you'll have this Christmas. Check your stock now. Write, wire, telephone—but get your order in without delay. Don't risk being out of stock when you need books most.

CHECK THE LIST—

RUSH YOUR ORDER

HARPER & BROTHERS

49 East 33rd Street, New York



POSTPONED TO
DECEMBER 3...
Vicki Baum's
first NEW novel since
**GRAND
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A wife who wants kisses...a busy husband who notices little, cares less...**And Life Goes On**

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An unknown doctor with surgical genius...he performs a daring operation...grasps fame for a brief moment ...**And Life Goes On**

A woman of 40, fond of horses, cigars, men's clothes, learns that she isn't different, that it matters little anyway ...**And Life Goes On**

An automobile accident maroons 4 glamorous strangers in a little German town. Lives collide, passions boil over, two worlds clash...before the dust settles again ...**And Life Goes On**

**Martin's Summer*, though a good book, was an old one. Frau Baum wrote it many years before she wrote "Grand Hotel." Since then, naturally, she has come a long way...Be sure your clerks know this. It will help them to sell the newest and most thrilling Vicki Baum yet given America...
And Life Goes On.

This, Vicki Baum's first new novel since *Grand Hotel*...already hailed in England as more fascinating than that book...will be your last big book to be published before Christmas..."A sure best-seller," says the Retail Bookseller. Watch it. \$2.50. DOUBLEDAY, DORAN. December 3.

And Life Goes On

*The most discussed
literary event in years*

MOURNING BECOMES ELECTRA

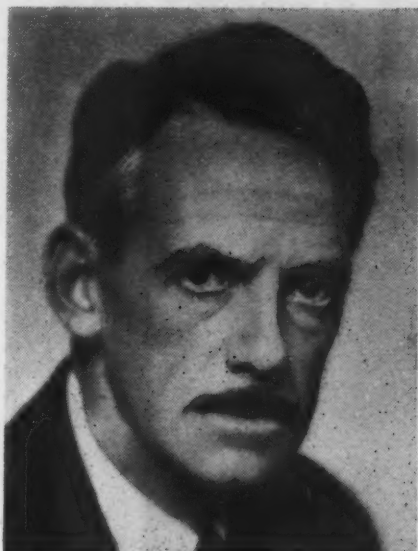
a Trilogy

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Mourning Becomes Electra, the most ambitious work Eugene O'Neill has undertaken, is creating more discussion than any literary event in years. The setting of the trilogy is in a New England seaport town immediately after the Civil War. *Mourning Becomes Electra* presents three complete tragedies, whose action is continuous and cumulative, and embodies a conception of fate in terms of modern psychology.

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acclaimed play, like
Strange Interlude,
makes thrilling
reading*

“ . . . Heroically thought out and magnificently wrought in style and structure, Mr. O'Neill has never before fulfilled himself so completely; he has never commanded his theme

in all its variety and adumbrations with such superb strength, coolness and coherence. To this department, which ordinarily reserves its praise for the dead, *Mourning Becomes Electra* is Eugene O'Neill's masterpiece.”—*J. Brooks Atkinson, Times.*

“A grand scheme grandly fulfilled. . . . The three plays march with inexorable interest. . . . They capture a firmness of wording, a lithe-ness of incident, a burning beauty, which insure them rightful place among dramatic masterpieces of the world today”—*Gilbert W. Gabriel, American.*

“It is O'Neill's masterpiece . . . a work wrought on a huge, imaginative scale, and with the spiritual and emotional strength to sustain it. . . . A great play.”—*John Anderson, Journal.*

“*Mourning Becomes Electra* towers above the scrubby output of our present-day theatre as the Empire State Building soars above the skyline of Manhattan. . . . It is one of the most distinguished if not the most distinguished achievements of Mr. O'Neill's career. It is stark, unadorned and strong. It has dignity and majesty. *Mourning Becomes Electra* restores the theatre to its high estate.”—*John Mason Brown, Post.*



The Lord's Prayer



*Forgive us our trespasses as we
forgive those who trespass
against us.*

One of eleven drawings by
MARY ELIZABETH GIVEN

Publication date—November 11th

Bound in Fabriano paper \$.50

Bound in boards \$1.00

6 $\frac{5}{8}$ " x 9 $\frac{1}{2}$ "

There will be no opportunity for a salesman to offer this book to you. Please place your order at once for the most provocative Christmas book of 1931.

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The Lord's Prayer



Give us this day our daily bread

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By Edgar Sheffield Brightman

"The practical value of this book is, indeed, very great. The intelligent layman need not be deterred by the deeply philosophical aspect of much of the treatise; he will find most of its pages both comprehensible and rewarding in the enlarging and directing of his personal quest of the Divine."—*The Congregationalist*.

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By Samuel Chadwick

Here is a book that breathes the very atmosphere of religion, and that will be welcomed widely as an aid to devotion.

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THE ABINGDON PRESS

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WEIGHS HER
GOLD**

By James Harvey Rogers

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Commerce and Finance \$2.50



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By Henry Bond Restarick

An absorbing biography of the Liberator of China—with a lot of new material and plenty of excitement.

October 23

\$2.50

The Long Christmas Dinner

By Thornton Wilder

Published in association with Coward McCann, Inc. Limited edition of 525 numbered and autographed copies, 500 for sale.

November 11

\$12.00

American Foreign Relations, 1931

By Charles P. Howland

The authoritative annual discussion of foreign affairs published for the Council on Foreign Relations.

October 30

\$5.00

The Pendulum of Progress

By Sir George Young

The post-war world and what it is coming to, by a brilliant and witty English diplomat.

October 23

\$3.00

YALE UNIVERSITY PRESS NEW HAVEN

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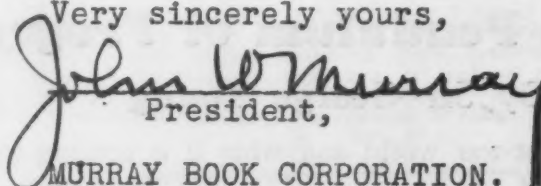
A PERSONAL MESSAGE TO EVERY BOOKSELLER IN THE COUNTRY

Today for the first time I submitted to the public GOALS - THE LIFE OF KNUTE ROCKNE by Dr. H. W. Hurt. A buyer for one of the largest jobbers in America stated that what the retail book trade needed was some outstanding book which every dealer could get behind and push. It would be of the greatest help to the general book trade. He believes GOALS - a book about Rockne written for the youth of America by a leading authority on "Boyology" - to be worthy of that consideration.

From another source this morning, I received the criticism that the book is one of the finest that has ever been produced in this country.

I am not asking you to believe my statement. I merely request that when a salesman visits you or when you go into your jobbing house, you examine this book closely. I think you will agree with me that it is up to you to put it over for a tremendous sale.

Very sincerely yours,


President,
MURRAY BOOK CORPORATION.

P. S. I am glad to announce that Mr. Lowell Thomas kindly consented to write the introduction.

November 2, 1931.

Pasley Crashes Through

With a BIGGER book, more timely, more sensational, better story value than the best selling "Al Capone"




The gangster is "Muscling In" on legitimate business. Over 100 major industries in our big cities are in his grip. Today every citizen pays more to the underworld than to the government. Fred D. Pasley tells the startling truth. His pen is fearless; it well needs to be. A tremendous public interest awaits this book. Publication November 20.

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THE 4th NEW YORKER ALBUM

The dean of all picture books, now entering its fourth successful season . . . gayer, funnier, more penetrating than ever before. "Sure fire cure for that depressed state," the *Retail Bookseller* recommends, "and if not depressed it can be enjoyed all the more. *A best-seller.*" Just out. \$2.50



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The New Yorker Album's little brother, though not so little at that! Collects the best of all the gayly ironic and humorous prose that has appeared in *The New Yorker* since it began. The whole galaxy of stars, Parker, Nash, Sullivan, *et al*, as well as Hemingway, Elinor Wylie, F. Scott Fitzgerald, and others. Collectors are going to be after these first edition copies. Coming Nov. 23. \$2.50

DOUBLEDAY, DORAN

"I want you to know, Mrs. Creighton, that Gertrude and I appreciate your splendid hospitality."

"Oh, you're a knockout in line," she said. She glanced over her shoulder at the sea. "I don't think I'll go in swimming again."
"What?" he said. "Not in the cradle of civilization?"
"Oh, shut up," she said. "I suppose you'll be pulling that for the next year. No, I'm not going in. The water's rotten today."
"You're right, at that," he said. "It's lousy."
—DOROTHY PARKER

way had started to choke. You'd be a coward if you something, wouldn't you? to try to save a life; any senseless, alien life. A run. No, he would have it out and be stabbed by sailor. The papers in his picture and said fine. Fine! Lydia home to that. Br it was after all no thin edge of so, I am a lonely man, and lonely will I put out to sea.
—ROBERT BENCHLEY

And I'm pretty sure that late tonight I will lean out the window and holler, "Hey! Don't you want a fourth for strip bridge?"
—RING LARDNER

He gets under the thunder of c and the flash of bitte through his mind. He u his mind fixed on the dark a whirling Victrola record. a day was yes-ter-day for yes-ter-da, the hell ya ever gave me you-u-u . . . the hell ya bin in love w

she does not marry three times, her home-town will be surprised. The first of these marriages will be to a middle-aged millionaire, the second to a Georgian prince, and by her third wedding she may easily achieve one of the eighteen sporting bachelors who seem to her the only difficult and desirable objects in a world where a little lady with charm and small feet can have almost anything she

ent that Coolidge was in March. His is to be Herbert median whose work in has displayed a certain
—WOLCOTT GIBBS



naturals" Christmas Merrier

THIS WAS ENGLAND

by Alan Bott

Something which has not been done before for our cousins across the waters . . . a history of the tight little isle, all in pictures and period text. For anyone who liked *The Sins of New York*, here's a book that's even more quaint and charming. Very handsomely mounted. Coming Nov. 23. \$3.50

...and this was America

IT SEEMS LIKE YESTERDAY

by Russel Crouse

The author of *Mr. Currier and Mr. Ives* re-creates with humorous authenticity and many lively photographs some of the disappearing types in our national history—the safe-cracker, the street-walker, the burlesque queen, etc. Men, especially, will like this one. Coming Nov. 23. \$5.00

DOUBLEDAY, DORAN

The
December

BOOK REVIEW

The Holiday issue offers a selected list of "high spot" books of the year and season.

NOVELS THAT CAME TO THE FRONT

The fine stories of 1931.

AUTHORS WHO REACHED THE TOP

Men and women who achieved greatest book writing success this year.

FAMOUS FIGURES OF TODAY AND YESTERDAY

Lives of men and women recorded in recent books.

AROUND THE WORLD IN BOOKS

Ideas, excitement, pictures gathered from places near and far.

OTHER TIMES — OTHER PLACES

Stories of other years and places that have made good books of 1931.

BOOKS FOR BOYS AND GIRLS

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SHOPPING DAYS
before Christmas...

Two great detective novels for all the men on every shopper's Christmas list...published at exactly the right time for presents...brand new for Christmas.

**FROM THIS
DARK STAIRWAY**

by M. G. EBERHART

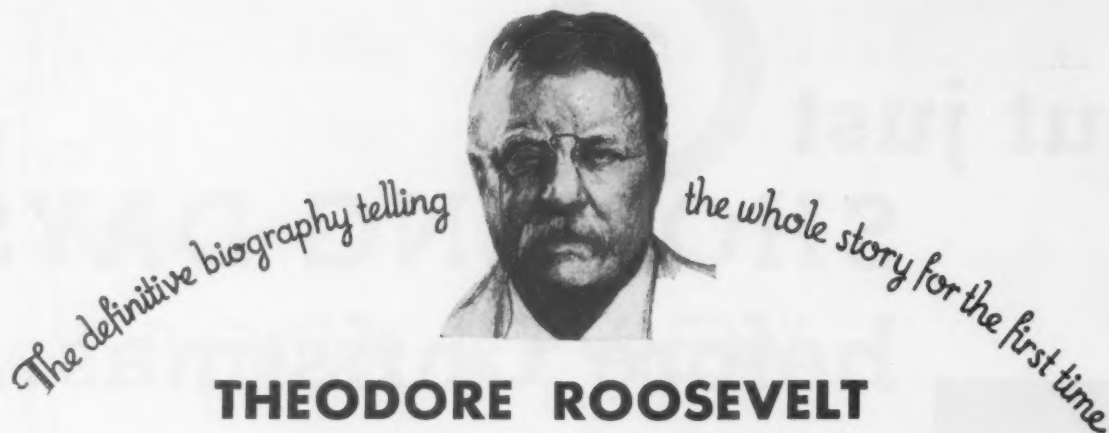
Murder and mystery in the white world of a great hospital...by the author of *WHILE THE PATIENT SLEPT*, whose books are translated into eight languages and who has won the Scotland Yard Prize. Dec. 17...\$2.

**THE FORT TERROR
MURDERS** by Van Wyck
MASON

An old fort in the Philippines, and men who go in and never come out again form part of the sinister problem Captain North faces. By the author of *SEEDS OF MURDER*. December 17...\$2.



THE CRIME CLUB · INC
GARDEN CITY N. Y.



THEODORE ROOSEVELT

By HENRY F. PRINGLE

This headline, photograph, and title will head full pages of advertising this week-end in the N. Y. Times Book Review, the N. Y. Herald-Tribune Books, and the Saturday Review of Literature.



It will also appear in the December issues of the Atlantic Monthly, the Forum, Harpers', Scribner's, the American Mercury. Consistent advertising up to Christmas is planned.



We have a real book here—not just another volume about Roosevelt. We expect it will be a long time before it is

displaced as the definitive biography of Theodore Roosevelt. Henry Pringle has been fortunate in securing the cooperation of authorities. He has had access to masses of new material, chief of which are 75,000 public and private



letters of Roosevelt for the period 1889-1909. He has made a scrupulous examination of every item of information relating to Roosevelt's life.



Disregarding myth, eulogy and theory, he has written the first full, impartial biography of Theodore Roosevelt. \$5.00



"The Roosevelt we see here moving through Mr. Pringle's pages is by all odds the most carefully documented figure; and this is the most illuminating, convincing, and reasonable picture of Roosevelt that has been made since his death."—WILLIAM ALLEN WHITE, *Saturday Review*.

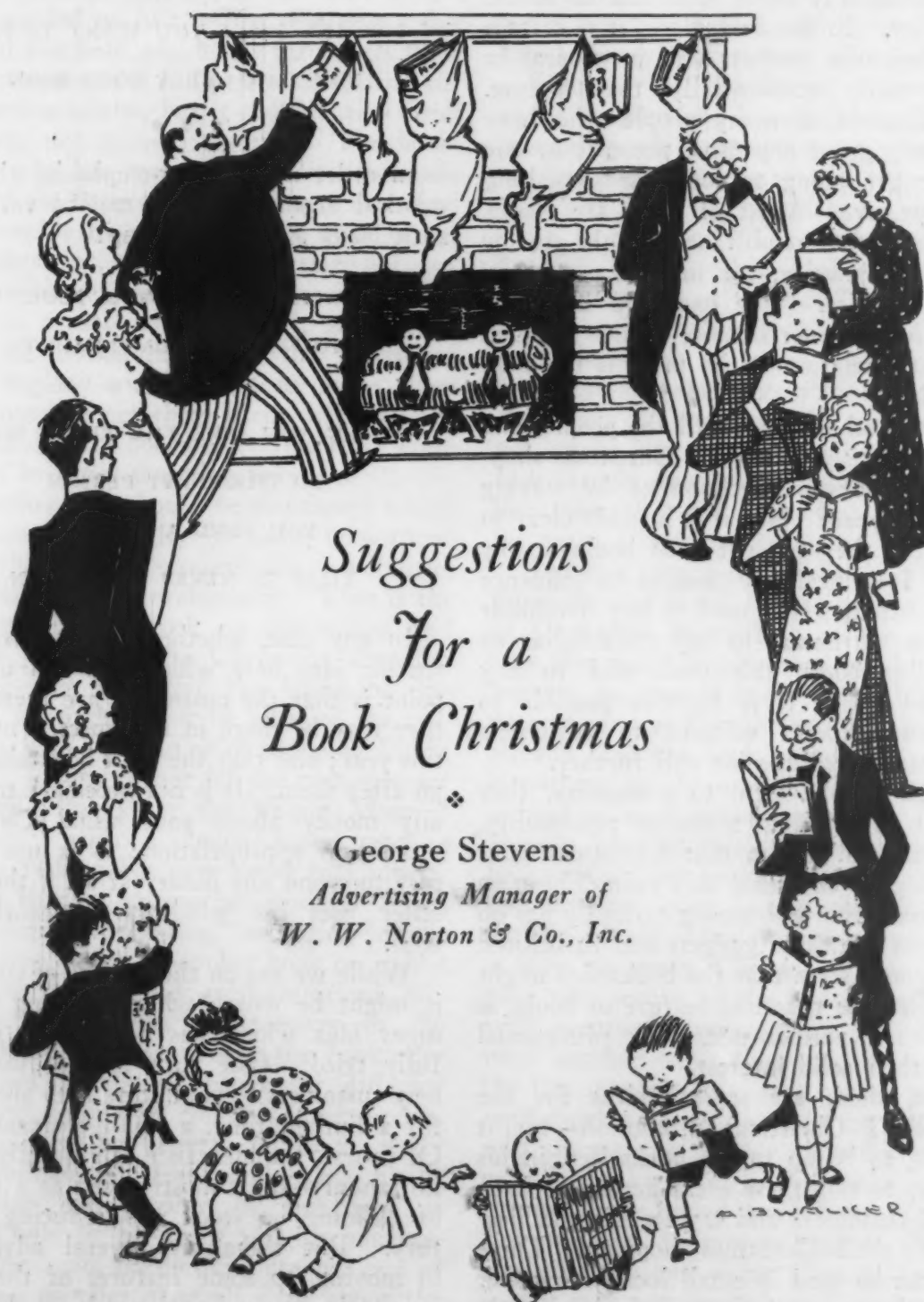
HARCOURT, BRACE AND COMPANY

383 MADISON AVENUE, N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, NOVEMBER 7, 1931



Suggestions for a Book Christmas

George Stevens
Advertising Manager of
W. W. Norton & Co., Inc.

Decoration by courtesy of Harper's Magazine.

THIS year, more than ever, booksellers are looking forward to the increased turnover of the Christmas season. Will Christmas gift business fall below normal—or can we increase it, and even make up for some of the decline of the earlier months of the year?

Unless the public at large declares a moratorium on Christmas gifts this year, there are many indications that the depression actually offers opportunities to the bookseller. In the first place, it is certain that Christmas presents will in general be chosen more economically than before. This means that many people who have previously given expensive presents to one another are going to look for something less expensive. Most of these are people who under no circumstances would give or buy cheap jewelry, for instance, or cheap scarves or ties. The one field in which the value of merchandise bears no such automatic relation to its price is the field of books.

On the other hand, will the people who have previously done their Christmas shopping in bookstores economize by staying away this year? Not if it is made clear to them that they can get good books at *any* price. It is perfectly possible to influence these customers who used to buy ten-dollar books at Christmas to buy three-dollar or five-dollar books this year, and to buy more of them; it is likewise possible to sell good reprint editions to customers who want to economize still further.

When people begin to economize, they are apt to think in terms of practicality. It is safe to predict that Christmas gifts are going to be useful this year. The man or woman who is shopping carefully has no money to spend for gadgets and furbelows. So it would seem that the bookseller might emphasize the practical feature of books as gifts—their permanence, their educational value, their solid interest.

Here, then, are several ideas for the bookseller's Christmas promotion—for it is going to be up to the bookseller, in his locality, to put these ideas across, to keep his old customers and try to bring in new ones for their Christmas shopping. These ideas can be used in small local newspaper ads, in letters to customers, in homemade window cards. Each can be tentatively expressed in a few words, like this:

FOR A PRACTICAL CHRISTMAS—

GIVE BOOKS

* * *

THIS YEAR OF ALL YEARS

YOU GET YOUR MONEY'S WORTH

IN BOOKS

* * *

FOR ANY PRICE YOU WANT TO PAY

YOU CAN GET A GOOD BOOK

* * *

In order not to over-emphasize the economical argument, these can be varied by such leads as the following:

WHEN YOU GIVE A BOOK

YOU PAY A COMPLIMENT

* * *

WHEN YOU GIVE THE RIGHT BOOK

TO THE RIGHT PERSON

YOU SEND A MESSAGE

THAT IS NEVER FORGOTTEN

In any case, whether or not there is a specific idea here which you can use, the point is that the customers are there; that they may be there in unsuspected numbers this year; and that the alert bookseller will go after them. It is not necessary to spend any money above your usual Christmas promotion appropriation; it is not necessary to spend any money at all if the bookseller uses his windows constantly and well.

While we are on the subject of economy, it might be worth while to bring up another idea which has been often successfully tried. One sure way to introduce new customers to your store is to announce, for a limited time, a small clearance sale. Of course, the clearance sale usually comes in January—it is mostly used as a method of cleaning up stock and reducing inventory. But there are several advantages in moving up some features of the clearance sale to early November. First, it brings in customers who are prospects for additional Christmas business. Second, it

cleans your inventory before the first of the year, which should have a favorable effect on your balance sheet. Third, it sells not only the books on the reduced price table, but helps the sale of the new books which you are selling for full price. It should be understood that what is recommended for consideration here is not by any means a general reduction sale. There need be only one table devoted to the clearance items, and the function of this table should be regarded as bait. The clearance table should not hold any books for which there is a prospect of a full-price sale during the Christmas season, but it should carry fresh looking, not rubbed, volumes. The bookseller who has been buying very cautiously during the depression period may even find it advisable to get in a small stock of remainders for the clearance sale purpose. The point here is to attract as many customers, actual and potential, as possible into the bookstore before the Christmas rush begins—and be sure to make them see, once you get them there, what admirable facilities a bookstore offers for a complete Christmas shopping tour.

Another idea should be mentioned which is practised annually by some bookstores, and which offers innumerable possibilities of variation and development. That is the arrangement of stock on the tables and shelves. During the Christmas shopping season, why shouldn't the books be displayed from the point of view of the customers, who come in with shopping list in hand? In one corner let the customer see the sign "Books for the Young Married Woman," with a dozen titles ranging from a fashionable new novel to Culbertson on Bridge; in another corner, "Books for Fathers and Uncles," including serious non-fiction, from a popular book on public questions to a good medium-priced dictionary. This idea is necessary in the juvenile department, where the bookseller is obliged to classify books for different sexes and ages; why couldn't it be successfully applied to general books as well? The number of classifications which the bookseller can display in this way is limited only by his space and his imagination. And the possibilities are obvious of placing a number of small signs about the shop, reading "Books for Clever People," "Books for People Who Like Music," "Suggestions for Young Men Just Out of

College," "Books for Girls Who Have Jobs," "Professional Men Will Like These Books," "Gifts for Artistic People," "Books for the Adventurous-Minded," "Books for Game Addicts," each with an appropriate selection of eight to twelve titles. And in each category it would perhaps be wise to mix a few new books with a few older and better known titles, making an appeal both to conservative purchasers who don't want anything they never heard of before, and to experimental purchasers who must have whatever is new.

Speaking of the better known titles, every bookseller knows the Christmas perennials which appear every year in December book advertising and enjoy an annual gift sale. Such widely varying titles come to mind as "The Oxford Book of English Verse," "My Unknown Chum," "The Meaning of Culture," "The Cheerful Cherub," "Singing in the Rain." It might be worth while for the bookseller to look through old December issues of the *Publishers' Weekly* to make sure that he is not overlooking any staple Christmas stock. It is largely upon the annual sale of books like these that the bookseller depends for his extra Christmas business.

And this very point brings up one of the thorniest and most fundamental problems of Christmas bookselling. It is certainly true that many people, even bookish people, hesitate to give a book for a Christmas present for fear that the recipient may have already read the book in question. There is nothing in the world so useless to any individual as a second copy of a book he already has—barring, of course, valuable first editions, art books, and the like. And this problem exists in no other field than that of books. One can give one's father a blue tie every Christmas, year in and year out, secure in the knowledge that it will eventually wear away and he will need another one. One can, if caught at the last moment by a treacherous memory, send flowers or candy, knowing that there will always be room for more flowers, that candy will keep till any number of boxes previously bestowed have been consumed. But one does hesitate to rush to the nearest bookstore and order a book—any book—that may previously have been read. Of course there is a margin of utility in all fields; one family can use only so many clocks. But nothing else exceeds the mar-

☆ *If You already
have this book* ☆

☆ Then of course you do not want an extra copy. So if you will bring this copy back to the store where it was bought, with this slip, before New Year's Day, it will be gladly exchanged for any other book of equal price, at your selection.

NAME OF BOOKSHOP

STREET AND NUMBER

CITY AND STATE

*Imprinted exchange slips to go in copies of books sold for
Christmas gifts will be supplied by the A. B. A.*

gin so quickly as a second copy of a book. In short, giving books for Christmas is dangerous, except when one is familiar not only with the tastes of the recipient, but also with his library. And the public knows it.

What can be done to meet this situation? No doubt many booksellers have thought of, and tried out, a variety of solutions. The most familiar idea is the gift certificate, which allows the recipient to come to the store and buy books to a certain specified value. Those booksellers who have

used the gift certificate successfully in the past will undoubtedly continue to do so. It has met with a number of objections, nevertheless, the chief objection being psychological—namely, that to give a gift certificate is almost as cold and embarrassing as to give so much in cash. This consideration undoubtedly has deterred many prospective book purchasers.

Here, however, is an idea for this Christmas which all booksellers can use. The American Booksellers' Association will make up a small slip, to go in copies of

books sold in the stores for Christmas gifts. The slip, which will go to the recipient with the book, is reproduced on the opposite page.

The A. B. A. will supply these slips, imprinted, at 35 cents the hundred. The only possibility of abuse is that some people will read their books at once and bring them back for exchange, without having had a previous copy at all. Probably few readers will do this; however, at any single bookstore; and if the book offered for exchange shows obvious signs of damage, the bookseller can use his own judgment about refusing to allow the exchange. But the advantages ought to outweigh this objection. A minor, but by no means negligible, advantage is that those recipients who bring books back for exchange may themselves become new customers. The chief advantage is that if properly exploited, the exchange slip will be a valuable means of selling books in preference to other merchandise as Christmas gifts—to make actual sales to the hesitant hemmers and hawers who drop into the bookstore during the

Christmas season, only to drop out again and make their purchases at the Gift Shoppe across the street.

Booksellers who use the A. B. A. exchange slip will do well to tie up with window displays and perhaps local advertising, to let their customers know about it. A sample plan for a display card or an ad:

THIS NEW IDEA TAKES THE GUESS OUT OF YOUR CHRISTMAS SHOPPING

You want to be sure that your Christmas gifts will be liked and enjoyed. Although you have wanted to give books, because of their low price, their lasting value, their suggestion of a compliment to your friends' taste, you may have hesitated for fear the friend might have previously read the book. Now you need hesitate no longer—for every book sold for Christmas gift will carry the following guarantee.

In any event, this plan offers one more channel for bookstore publicity—it offers one more handle to which you can tie your sales arguments. It is one more way to make this a Book Christmas.

The Eugene Field of the Saints and Sinners Corner

George R. Sparks

TIME flies, yet it seems but yesterday I was talking to 'Gene Field. Thirty years and more have passed since then. He died in 1895, lacking twenty-five years of the allotted age of man. "Heaven gives its favorites early death."

Not until he had passed away was Eugene Field recognized as great. He became then, a national figure, and children grew wide-eyed over his "Wynken, Blynken and Nod," and wept over his "Little Boy Blue." He was truly the children's poet.

Chicago made its first acquaintance with Field in 1883 when he started his "Sharps and Flats" column for the *Morning News*. Previous to that he had done newspaper work in Denver. His "Tribune Primer," published in 1882, is one of the cherished rarities of the book collector.

It is generally claimed for him that he was the originator of the newspaper column in its modern form, but I am inclined to doubt this, as to my certain knowledge more than one English newspaper in the Seventies had "column conductors." One I know wrote under the caption "A chiels amang ye takin' notes." That Field was influenced to a certain extent by some of the early English writers, Tom Hood, Gay, Dean Swift, Spenser, Theodore Hook and others, I am convinced; his writings show it. Much of it was anecdotal and had no lasting value, and would not compare favorably with the work of Franklin P. Adams, Keith Preston and Bert Lestor Taylor.

He has himself confessed that his task of column conductor was irksome to him. But it was his daily bread in those days.



A PORTRAIT
BY J. M. GASPARD

Eugene Field

He wrote on an average of twenty-five hundred words for "Sharps and Flats," and he never solicited or accepted contributions. It was entirely his own stuff. "Nothing could be more prosaic" writes a contemporary, "than work of this nature to a sensitive man such as Field." His handwriting (typing then was unknown) was most minute. He used a fine steel-pointed pen and there were few erasures in his copy. It was always clear and distinct. He must have been a joy to the compositors of those days.

My earliest association with 'Gene Field was along in the early *Nineties* when the firm of A. C. McClurg & Co., with whom I worked undertook the publication of his "Echoes from the Sabine Farm," in popular form. Francis Wilson, at his own expense, had issued in 1892, a limited edition of fifty copies.

In addition to other duties as assistant to the Manager of the Publishing Department, I had supervision of the proofs from the printer and offered suggestions as to correction or suggestions which I thought might be helpful, while the books were going through the press. Consequently I met many of the authors living in or nearby Chicago. It was thus my good fortune to meet 'Gene Field.

In striking contrast to the scrupulous care and neatness with which he prepared

his manuscript, his general appearance was disappointing. He was anything but the spick and span man I had expected to see, was slouchy and untidy in fact. But one quickly overlooked these oddities when talking to him. His face would lighten up and his blue eyes shine with keen enjoyment at some jocular remark. Never have I seen such a happy look as when 'Gene was talking or listening. He would sprawl carelessly in his chair with his long legs wide apart, indifferent to time, place and conditions. Occasionally he would smoke a cigar in business hours. He was easy to get along with and ready at all times to listen to reason, or, as Carlyle aptly expresses it, "always amenable to counsel."

The name Saints and Sinners Corner is generally attributed to Eugene Field. He first made mention of it in "Sharps & Flats" in the spring of 1889. It was located in a corner of McClurg's old bookstore on the main floor, considerable space of which was given over to rare books, early editions, and ancient and modern books in fine bindings. It was usually referred to by employees on the floor, and was known to the trade in general as the Old Book Department. George M. Milard known throughout the world of books as a keen judge of things rare and curious in this line, a connoisseur in fact, was the presiding genius of the department. He had been with the firm almost from its inception over 20 years, to be correct. Without any exaggeration, it may faithfully be said, that in no other city in America, outside of private collections and museum exhibits, was a finer collection of rare books to be found.

This department was in no sense exclusive or shut in. One was free to wander at will through the aisles, to examine, admire, or buy if inclination so ordered. The entire floor space of McClurg's was divided off into sections, just as it is in all well-ordered book stores, for the display of various subjects, history, biography, juvenile and so forth and old books. No provisions whatsoever, outside of the ordinary, was made for the convenience of the Saints and Sinners whenever they gathered together. There were, to be sure, in and around the aisles, a few cane bottom chairs, but there were no benches or lounges and such like.



The famous Saints and Sinners Corner in McClurg's old bookstore

There were no certain hours, as I think I have already stated, for the gathering of the clans. They came and went at their convenience, there was no formality, no rules or regulations governing this body. It was entirely of a heterogeneous character. Here gathered from time to time a coterie of bibliomaniacs for friendly gossip, I gather, for I was not one of the favored few admitted on these occasions to the *sanctum sanctorum*.

In imagination I can see the assembled group of cronies huddled together discussing books, I presume, but of that I cannot be so sure, for I was merely an outsider, as I have already remarked. But as the gathering was of a public character, there being no means of separate ingress or exit to the Corner, any customer at the store, of an inquisitive or curious turn of mind, seeing the priceless treasures surrounding this informal gathering of notables, could determine the nature of their business. The Corner went out of existence after Fields' death. The old McClurg

building was destroyed by fire in the winter of 1889.

Now, if my memory serves me, for it is nearly forty years since those days, the following few answered to the roll call of the Saints and Sinners corner. Let me recall their names, in their respective order.

Rev. Frank W. Gunsalus, a very learned and eloquent divine, a poet to wit, an ardent bibliophile and a close friend of Eugene Field: Rev. Frank M. Bristol of Evanston, Ill., equally fastidious about books and their makers, with a keen eye for "Firsts" and "Americana": Rev. M. Woolsey Stryker, Pastor of the Fourth Presbyterian Church, Chicago, and later President of Hamilton College: William F. Poole, Librarian of the Chicago Public Library, compiler of "Poole's Index," and presiding officer of the "S. and S." corner: Slason Thompson, a rising literary genius, editor of the *Chicago Evening Journal*, compiler of "Humbler Poets" and later biographer of his most intimate friend, Eugene Field. There were other "com-

mon sinners"; Ben T. Cable, Francis Wilson, the actor; Walter C. Larned; George A. Armour and James W. Ellsworth, "whose pockets bulged with wampum," quoting Slason Thompson; Hobart C. Chatfield Taylor just blooming in the limelight; Bill Nye, Sol Smith Russell, James Whitcomb Riley, Emerson Hough, who had not then attained fame and wealth; and meek and mild Henry B. Fuller, who was rising to great heights as a writer.

Occasionally General A. C. McClurg, our honored chief, would present himself and add charm and merriment to the assembled crowd. He was always welcome and gave and took chaff like the rest of them, in good nature.

Eugene Field, I think, gave little thought to the future. Life to him, mingling with his associates, was one constant round of pleasure. He was not a dissipated man, by no means, but he gave himself little rest and it sapped his strength. Up to the time I first met him his worldly

affairs were undoubtedly in a precarious condition. His books brought him in very little money. It was no secret that he was hard up. But that was the way of the guild the world over then and is today, I believe, with few exceptions.

"He talked bravely" says Slason Thompson, "of doing his best literary work when he was a grandfather; he planned and toiled assiduously towards his heart's desire for a home of his own, where, surrounded by his family and friends and his beloved books and curios, he could work when it pleased him and loll about free from calls and cares."

He had his wish gratified, too late, alas. He took possession of "The Sabine Farm," his new house, situated in Buena Park, a suburb of Chicago, in July, 1895, and with little premonition of the approaching end he passed away peacefully in his sleep November 5, 1895. It was just such a death as Field had often said would be his choice.

Selling Books by Book Wagon

Helen E. Ellis

The Whaler Book Shop, New Bedford, Mass.

THE primary purpose in operating a traveling bookshop is obviously to sell books. However, the secondary purpose and probably one of equal importance is to provide a new and ingenious method of advertising. With these two points in mind, this year we developed the Whaler on Wheels.

We bought a 1928 Chevrolet coupé and took the back cover off and slipped a case in its place. This case is arranged so that it can hold 500 books. There are two lines of bookshelves on the back and each side and the under part is fitted with large drawers which carry the children's picture books and large books. The sides let down and open up so that it gives shelf space all around which is of great use in displaying the books. Six people can easily look at the books at one time and they are at a convenient height for the eye. The outside of the book case is gaily decorated

with *The Whaler On Wheels, A Wandering Book Shop* on the sides and our regular sign on the back with the lettering on either side *You Buy Books* and *We Give Service*. The color is blue with red trimming and white lettering so that the car shows off from the distance. There are two caricatures of whales on the top of the car with the *Whaler Book Shop* in large white letters so that the car is conspicuous as it approaches.

We kept the initial outlay down to a minimum and at the same time made the Bibliobus both attractive and practical. The car is small and its very smallness attracts attention to it. The exterior design, the paint job, is clear enough for people to read and comprehend its meaning. At the same time, the sign at the back of the car is such that observers require a minute or so to distinguish between the ship and the whale. We noticed while



The car is small, but its very smallness attracts attention to it

driving, that not infrequently a car would trail behind when it could quite easily have passed. When it did pass, the occupants would turn and look back. We assumed that they had been studying the back of the Whaler on Wheels.

When the car was opened it attracted more attention than ever. If it was parked in some public place, as in front of a hotel, the people would literally flock about it. This display of interest could easily be put down to idle curiosity were it not for the fact that many of the onlookers bought books. Upon our return to the same place each week, more people showed interest,

and we did more business. We endeavored to operate on a weekly schedule and for the most part found this scheme satisfactory. As all the territory was new to us, we found it necessary to work out this schedule as we went along. Some communities which we had thought would be extremely productive were a disappointment to us, while others which we had thought little of, turned out to be gold mines. Our schedule was as follows: three days devoted to Cape Cod, two days to resorts in the vicinity of New Bedford; one day to nearby Rhode Island.

Whereas in the past, traveling book-



The Whaler on Wheels can hold 500 books. The large drawers carry children's picture books

shops appear to have concentrated their efforts upon summer camps for boys and girls, we did no business whatever with camps. The heads of the camps had been urged by the parents not to allow the young people to spend money, so we deemed it better to pursue our efforts among the hotels and summer colonies.

We consider that this new venture of ours has been decidedly worth while, for it has introduced us to people enjoying their vacation in the country. These people probably would not have made any effort to come into the city to buy books, but when they were presented to them at their doors they would not resist. We have opened many accounts throughout the districts to which we went. The nearby summer resorts are the ones which have proved most fertile. I feel sure that another summer will increase the business tremendously. We are not only going to depend on the Whaler on Wheels during the summer time, but we are going to take it on special trips during November and in this way increase our Christmas business. During December we are going to use the car here in the city to make deliveries and also to take books to people who are unable to come into the shop.

We had many entertaining adventures on the road. One day we were stopped by a man working on the repair of the road and we thought we were in for a long detour, but instead he asked us if we did not have aboard Whale Oil Soap as he had heard it was made in New Bedford. What connection soap and books have, we never could discover.

Our meeting Irina Skariatina was most entertaining. She would not tell us her name but told us of her book which had not then been published. She was very urgent that we should make her book a bestseller. We looked forward with great eagerness for this same book, and because of that personal contact have sold "A World Can End" well in the Whaler Book Shop.

The enthusiasm expressed on all sides was a great encouragement to us. Mary Roberts Rinehart approved of our venture tremendously. One feels her approval a great asset considering the success she has made with her books.

We have covered our expenses, our outlay on the car, paid a 10% commission on sales and we have increased our daily sales—proving that the venture has been worth while up to the present date.

What Washington Reports

Waldon Fawcett

THE Republican leaders in both houses are making ready to renew the dual Copyright fight on the old lines. From the very nature of the situation it will not be possible, however, to prosecute a campaign early in the session, although the new editions of the respective bills may be introduced as soon as Congress meets in December. Even were there no contest for control in the House, some time would be required for the organization of the body. With control dependent upon the narrowest majority, either way, it is a foregone conclusion that it will be well into January 1932, before the House Committee on Patents will be in position so much as to consider what course it will pursue as to hearings, recommendations, etc.

Representative Vestal, father of the Copyright Bills, is sanguine of success in the new Congress, despite the extensive changes in personnel. Discussing, at his home in Anderson, Indiana, the other day, the outlook for the 72nd Congress, the Republican Whip said: "I have every reason to believe the General Copyright Law will be revised and passed at the next session of Congress and that the Vestal Copyright Bill can be passed in practically the same form as introduced in the House at the last session. At least it will be introduced at the beginning of the next session. Indeed, I feel certain that both of the Copyright Bills and also the Trade Mark Bill, which has no opposition of any magnitude anywhere, will all be passed at the next session of Congress."

Senator Felix Hebert, who, as a member of the Senate Committee was in charge of the Bills at the last session, is not so specific in expression of faith in the future. But he still insists that only parliamentary tactics and not adverse sentiment on the part of the lawmakers was responsible for the upset at the last session. Interviewed at his home in Providence, R. I., Senator Hebert said: "I have reason to believe that if there had been a little more time available during the last session of Congress, both of the Copyright bills would have been enacted into law. In fact, had it not been for what is commonly referred to as the filibuster on the last two days of the Senate session, the General Copyright Bill would have passed, in my opinion."

"What the fate of these measures will be in the forthcoming session I am unable to predict. I know there is a favorable sentiment for them, and while there are some features of the Bills to which there is objection, yet I believe a majority of both houses would vote for their passage."

Support for Senator Dill's proposal to save and reconstruct the Design Patent system, instead of replacing it with Design Copyright (which latter would make authorship rather than invention the basis of protection), is coming from an unreckoned quarter. A number of the leading attorneys practicing before the U. S. Patent Office have rallied to the support of Design Patent. These participants, be it explained, are specialists on patents rather than on copyrights. Their campaign to salvage Design Patent is based on representations of the confusion, delays and waste that would result if there was suddenly junked the mass of precedents and policy—controlling decisions in test cases accumulated during ninety years of design patent history, making it necessary to start from scratch the compilation of a new background of conclusive interpretations of a Design Copyright law.

Design Copyright merits the attention of the booktrade because it is as good as assured that this proposal will bear the brunt of the first clash in the next Congress over forms and scope of the protection to be afforded intangible assets. Issue is likely to be joined at the Design angle, regardless of which political party organizes the House of Representatives. Here-

tofore, to be sure, design protective legislation has originated in the House. And, until the Speakership contest is decided it cannot be known whether Representative Vestal of Indiana will continue as Chairman of the Patent Committee. Only tradition calls for an initial move in the lower house. Senator Dill evidently does not intend to stand on formalities.

His statement to the *Publishers' Weekly* is "I hope to introduce some sort of revision of the Design Patent Law, but I cannot now outline this in detail." This decision by the Senator from the State of Washington is the crystallization of a sentiment which found fragmentary expression at the last session. Several times, during the hearings before the Senate Committee on Patents, Senator Dill remarked that he believed that all the ills and omissions in the existing system of design protection could be remedied by modification of the existing Design Patent law, instead of resorting to the more drastic course of abolishing Design Patent entirely and setting up, in its stead, a wholly new system administered by a different branch of the Government.

Not the least interesting of the possibilities, of significance for the booktrade, in the situation that is unfolding is the prospect that this move by Senator Dill may serve as another step toward the formation of a bloc in the 72nd Congress that will seek to dictate General Copyright legislation as well as bar the Design annex. Congressman William I. Sirovich of New York, who will be remembered for presenting the early opposition of the play producers on General Copyright at the last session, has already indicated that he is willing to cooperate with Senator Dill on his new program.

One further complication is injected in the situation by the early activity of Thorwald Solberg in opposition to the Vestal general copyright bill. His criticism of the American Federation of Labor because, having agreed to an abandonment of manufacturing provisions as applied to books of foreign origin, they will not also give up insistence on home manufacture of American books, seems likely to make some difficulties for the Authors' League in keeping a united front toward a usable and adequate bill.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

Published by the R. R. BOWKER Co.
62 West 45th Street, New York City

R. R. BOWKER, President and Treasurer
62 West 45th Street

FREDERIC MELCHER, Vice President
62 West 45th Street

JOHN A. HOLDEN, Secretary
62 West 45th Street

Subscription, United States \$5; Foreign \$6; 15 cents
a copy

November 7, 1931

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Exports to England

THE changed value of the English pound in terms of dollars is inevitably causing a change in the quoted price of American books in England, insofar as they are exported there in American sheets. There is also a possibility of a tariff on books, as the Conservatives have won a landslide election in England, and one of their first proposals to cure depression was the application of the use of tariff such as America uses. No announcement has been made as to whether books will be included in such a tariff or not. So far, the effect of the change in exchange on prices varies from 15% to 25%. The Cambridge University Press is increasing the prices of the publications of American university presses for which it is agent; Keegan Paul is increasing list prices 25%; Chapman & Hall by 20%; George Routledge & Son, 25%; H. K. Lewis & Company suggest that 15% will probably be safe and fair. Unless the list prices increase, booksellers would have to do their own increasing based on an increased cost of the books to them, and this would make for lack of uniformity in prices and a consequent confusion. In

some cases there must be stock on hand bought under old conditions which may be cleared out before any change is made.

And Now, On!

WHILE there has been so much need in the past couple of years of liquidating stock and turning such funds into current use retailers cannot afford to forget that, after all, they have finally got to make a profit to stay in business; and this fall, after some months of liquidation, they must become again profit-minded and look for things that sell and sell at a proper margin of return. This must be one of the first slogans for the next two months: Be profit-minded. The second principle for retailers suggested by an article by Roy Dickinson in *Printers' Ink* is to concentrate on freshening up processes; freshening up the store, freshening up the displays, avoiding the impression of having gone stale and sour. The third principle which should be emphasized at this time is to have a sense of proportion or sense of humor about conditions. We can't afford to concentrate on poor figures or red figures to the extent of losing all interest in service and stock. If the store is to settle into new conditions and prepare to go ahead, there must be in the leader a power of analysis and sense of balance that will enable him to get out of the rut as soon as possible. Finally, it might well be worth while to consider in each store a readjustment of stocks. It may be that the public has changed its taste and interests in ten years, and a careful re-analysis of what is selling and why would be worth while. Perhaps we have been too quick in our judgment as to what the public wants. Perhaps in many stores the more solid books will prove profitable; in others, more popular lines. Whatever an individual bookseller discovers about sales, he should resolutely push forward, even though it means adding new departments or taking on a type of book not previously handled. As Basil Blackwell said in his lecture to the English booktrade recently, "One of the essential characteristics of a good bookman is courage, because the book world is full of incalculable hazards, and he who plays for safety plays also for defeat."

Broadcasting For Book Week

THE plans for the first national broadcast of the National Association of Book Publishers have now been completed. This Book Week broadcast for schools is to be over WABC and 71 stations of the Columbia network on Wednesday afternoon, November 18th, from 2:30 to 3:00 Eastern Standard Time. May Lamberton Becker will broadcast for 15 minutes, conducting a "Round the World Book Cruise," and then she will introduce three authors of children's books: Laurie York Erskine, who is well-known as an author of books for boys, his latest being "Renfrew Rides North"; Rachel Field, who is famous, of course, for "Hitty" and the Newbery Medal and has two new books this fall, "Calico Bush" and "The Yellow Shop"; and David Binney Putnam whose "David Sails the Viking Trail" is out this week. This program goes to 40,000 schools and is the first of the American School of the Air literature series.

Mrs. Honoré Willsie Morrow ("Black Daniel," "Forever Free," etc.) is to give a talk for parents on Children's Reading over WEF and the red network of the National Broadcasting Co. November 19th, Thursday afternoon, from 2:45 to 3:00 Eastern Standard Time. This is Mrs. Morrow's first radio talk. She has an excellent speaking voice and knows books and children both, having brought up three. This broadcast, too, has been arranged by the N. A. B. P.

Through Ellis Meyers of the American Booksellers' Association, another national network program is to be given from the west coast. It will come over the N.B.C. network from San Francisco at 4 o'clock Eastern Standard Time, November 18th. Three famous junior Paramount stars are to broadcast about the books they like best, Junior Durkin, Mitzi Green, and Jackie Searle. This program will be on WJZ, New York.

There are to be a number of other broadcasts for Book Week, Harry Emerson Wildes, from Philadelphia, Howard Vincent O'Brien, from Chicago, Montrose Moses and W. Orton Tewson from New York, and others in various sections of the country.

The N.A.B.P. Promotion Committee

has made extensive plans for a holiday sales campaign, issuing several window signs for dealers and printing sheets of bright-colored stickers which will be sent gratis to the trade so that every book package, letterhead, and envelope can carry the message "This Year Give Books" which is to be the slogan. Newspaper publicity is being planned, and individual publishers are going to use the slogan in their own advertising.

BOOK WEEK

November 15-21

Lower Wage Scales In New York?

WITH many industries turning to lower wage scales (after announcing lower dividends) with the hope of encouraging increased production and thus a larger gross pay-roll, there has been increased discussion of a similar step in the printing industry, especially in New York City, where there is possibility of losing business to plants in other cities. For some weeks compositors and pressmen out of employment have been agitating for such a step, and now there is a report that the Employing Printers, who have never objected to the higher wage scale of recent years for competent workmen, are making overtures in the same direction, backing their arguments with present-day statistics as to the condition of their output.

The present wage scale for compositors and pressmen in New York City is \$59 a week, and, according to existing contracts, this would be increased to \$60 on the first of the year. Only one actual step has been taken toward relief, and that is on the part of the paper handlers, one of the smaller unions, who have definitely voted that the dollar increase, which would naturally come on January 1st, could be postponed for one year. This, however, would be very small relief in the present crucial situation. A good many unbiased observers believe that the printing unions would take a step to their own advantage if they agreed to a proposal of 10% reduction, pointing out that the purchasing value of the wage then received would be an increase over that of two years ago.

Sales Notes

THE circulating library at the Hampshire Book Shop in Northampton, Mass., has doubled its business in the last five months. This is because one person now gives her full time to it. The library although it serves college girls is chiefly patronized by town people. The rate here is three cents a day with a five cent minimum. Non-fiction rents at five cents a day. Non-fiction does not rent well at this shop. Miss Dodd told us that she tried five different times to feature non-fiction in the circulating library but with no success.



The Hampshire Book Shop advertises in the *Daily Hampshire Gazette* twice a week. The ads are usually two columns, six inches in size, featuring in turn all the various departments of the shop. The shop also takes a full page twice a year, once in the spring and once in the fall at a cost of \$40 a page. Last fall the shop gave this page to a list of dollar books, chiefly reprints. The list was made so it could be checked. This ad paid very well. People brought in the list all checked with the books they wanted. Many people took this opportunity to buy Christmas gifts.



The Hathaway House (Wellesley, Mass.) rental library charges four cents a day for its books except to cooperative members of the shop who may rent their books for three cents a day. The newest books in their jackets are always placed on the top shelf so that patrons can always be *au courant* with the newest books of the newest authors.



J. J. Tutun of Cambridge, Massachusetts, who handles large remainder lots as well as second-hand books and private libraries, gains an unusual amount of attention for his periodical special sales by using a sandwich man. All day for a week or more the man trudges around Harvard Square bearing some such slogan as "Ten Thousand Books at Ten Cents Apiece." This surprising announcement draws the crowds.

The Phillips Book Store in Cambridge, Massachusetts, uses a large, overhead illuminated sign to catch the eyes of passing pedestrians or motorists. Day and night the bright red letters, spelling simply the word "Books," gleam so as to be seen the length and breadth of Harvard Square.



Local interest, says Mr. Moriarty of the Harvard Cooperative Society book department, is more important in making plus sales on new fiction than a recent release date. Thus, shortly after the opening of the new college year, Mr. Moriarty built his entire book window display around Charles Allen Smart's "New England Holiday," although this first novel by a young Harvard graduate was published in mid-summer. Mr. Moriarty did this because the plot of "New England Holiday" deals intimately with several important incidents and personalities familiar to present-day undergraduates. He believed Harvard men and Cambridge folk who summer in Scituate, where Mr. Smart's scene is laid, would want to read "New England Holiday." The results of this display proved he was right.



Pomeroy's in Harrisburg, Pa., plans to arrange display space for Book Week in groups as follows: North America—South America—Europe, Asia and Africa—The Far East—Arctic and Antarctic Regions and Round the World Group. These various displays will contain books for children and grown-ups, grouped according to their geographic location. Flags and foreign posters will be used to add color to the display. Pomeroy's is trying to arrange another group to show the changes in world transportation from the stage coach to the modern airplane and steamship. Writes L. V. Harvey, "We are getting as much fun out of planning and arranging for the display as we will have Christmas morning looking in our stocking."



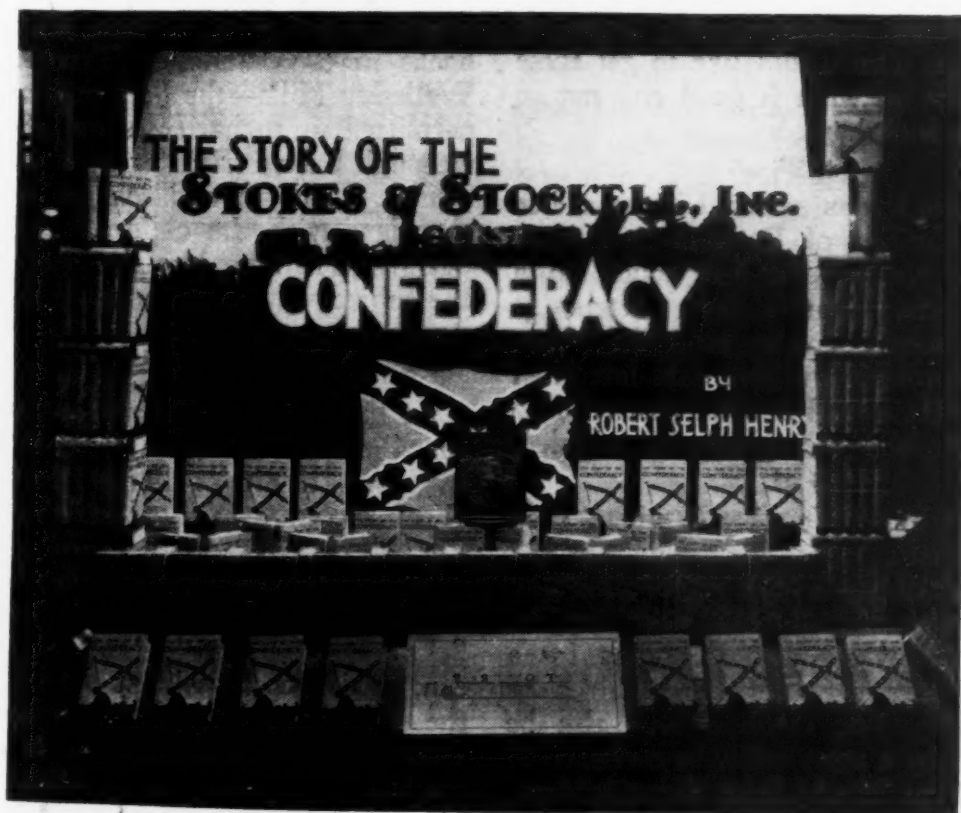
An informal, chatty page from her bookshop's diary, is Mary Spaulding's most

effective means of selling the new books to her regular customers in Brookline and Winchester, Mass. Thus a breezy little paragraph confides the titles she has been forced to reorder. Another describes the type of book that has appealed to the foot-

ball crowds, or to persons hurrying off to weddings and week-ends. The diary also catches the good will of friends of the bookshop by explaining the difficulties of satisfying library customers who request that special titles be saved for them, and



The above window display of Julia Davis Adams' "Stonewall" attracted much attention at Lord & Taylor's in New York. The Stokes & Stockell display (below) of "The Story of the Confederacy" helped sell 200 copies on publication day





The new Meridian Book Shop in Indianapolis. Shelves are in soft olive green with high lights of silver; walls are light yellow, and there are arm chairs, in red leather and green

then find they haven't time to read them when they come in. Miss Spaulding sends out a page of the diary each month in mimeographed form. One of the interesting phases of such confidential circulars is that customers often help to increase the mailing list by suggesting the names of other persons who would like to get these frank reports on what is good and not so good in the bookshop.



Make sales letters personal is the advice of A. B. Carhart of Rodgers Bookstore, Brooklyn. He put his best touch on a letter on the Shaw-Terry Letters to ninety-five people (we've read the letter, it's a masterpiece) and five days later had 30 orders. He added a little postscript to each in pen and ink which he initialed.



For Book Week Younker Brothers, Inc., in Des Moines, Iowa, are giving, for the mothers, a children's book review and tea, with a display of children's books for the children. They are also arranging for a moving picture party of the children of other lands. The children will also be entertained by a story teller in costumes of the Round the World Book Fair Children.

Geraldine Gordon writes in regard to Book Week from Hathaway House Bookshop, Wellesley, Mass., "I have always in the past visited with a pack of books each of the grammar schools in Wellesley. This year in addition to the visits to the schools I am going to have an exhibit of books in the Wellesley Trust Company, Wellesley Hills—the first time a bank has permitted us to have a show of this sort, although I have tried for it in the previous years. That, in addition to dressing up the shop with the children's posters and putting something into the town paper on the subject of children's books is about all we do."



At the Gallery of Fine Arts in Columbus, Carl Bolander, the director, is assigning two of its galleries during Book Week to an exhibit of children's books. For this idea Mrs. L. S. Teeter of Lazarus' is responsible, and she has also been given the support of the schools through Emma Schaub, public school librarian. No books can, of course, be sold at the Gallery, but the exhibit may be expected to give a city-wide stimulus to the interest in children's reading. Publishers are sending about 75

originals from new books, as well as the volumes themselves, and other new books from the Lazarus stock will be on display. Among the visitors will be Berta and Elmer Hader, illustrators of "The Farmer in the Dell" and "Bingo Is My Name," Vernon Quinn, designer of "Picture Map Geography of the United States" and Mrs. Marie Peary Stafford, "The Snow Baby."



Last week the Doubleday, Doran shop at McCreery's, New York, arranged a window which has started Christmas buying off to a good start. The theme of the window was stated on a neat sign: "We've Gathered a Rich Harvest of the Newest Fall Books!" Center of the window was a fetching arrangement of autumn-Hallowe'en decorations (a few corn-shocks, pumpkins, etc.) at the base of which was a large market basket tipped on one side to spill out "The Epic of America," "Lincoln Steffens," "Washington Merry-Go-Round" etc. In tiers to right and left were many other titles, including, at the extreme left, a display of Black's Leather Classics (\$1.98). H. Preller, manager at McCreery's, suggests that all bookstores from now on place in prominent position a sign stating "Give Books This Christmas." The psychological implication of this simple (two line) legend should be most effective.



Something new in rental library possibilities is suggested by the window of the Seippel Bakery at the corner of Third and Main Streets, Niagara Falls. Here is a connection, apparently successful, between a rental library and a bake shop! It is a highly modern display room, and one side of the room has been given over to bookshelves, an attendant's desk and a table for patrons. Is there any kind of business that has not related itself to rental libraries?



At the Otto Ulbrich Store, Christopher Grauer, finding himself extremely interested in the E. C. Ponafidine's "Russia: My Home," dictated a sales letter to a couple of hundred customers, and the results have shown that not only were people interested in Russia but they were willing to buy this year if a book was offered to them that seemed to give the informa-

tion they wanted. In percentage of returns this is the most successful sales letter Ulbrich has sent out for some time.



Korner & Wood in Cleveland have developed a card holder for books to prevent any possibility of a donor's card's slipping out of a book sent as a gift, an accident which is unfortunate for the donor, receiver and bookshop. Mr. Korner's plan has been to prepare a little card envelope with an eye at one end and an opening for the card at the other, and into this eye is slipped an elastic which stretches easily around the full length of the book. This elastic calls attention to the card and is absolute insurance against the card's falling out.



Burrows Brothers at their Cleveland store have made an important feature of their postage stamps, a very successful adjunct to the department for boys and girls, and, being placed between that department and the old and rare, the men who are the most active collectors all are easily attracted. Because the new 1932 stamp catalog was ready, Burrows Brothers' window is full of that stout and popular volume.



Burrows Brothers have opened a book section under lease at Taylor's department store directly across the street from Burrows' main building. Taylor's is a high grade department store, having a very well-established clientele, and the space allotted to the department for an experiment which began this fall was part of the mezzanine on the right between the service department and jewelry repair department. Marguerite Feder was taken from the main store to manage the department, and has been hard at work on ingenious methods to get the attention of the store's clientele centered on books. A well-equipped rental library is one of the features.



Harvey's at the Cleveland Terminal will always be one of our favorite bookshops because of the successful use of every display possibility and the use of light to heighten display effects. Almost every title in the shop is set to catch the eye. The traveler hastening to a train can do fifteen minutes of shopping, in five minutes.

Customers' Choice

PEOPLE have already started buying for Christmas at McCreery's bookshop in New York. Mr. Preller says there are two classes of Christmas buyers: the ones who buy early and stow away, like squirrels; the ones who buy late, in confusion. The squirrels are particularly partial to the Black's Leather Classics, in celophane, at \$1.98. Mr. Preller tells us that "Lincoln Steffens" and "Broome Stages" are great gift items. "The Epic of America" has been somewhat neglected so far, but Mr. Preller is arranging a window featuring "The Epic of America" and "Lincoln Steffens" as the bookshop's nominations for the Pulitzer Prizes in History and Biography. This ought to draw well.



McCreery is having a steady run on Bess Streeter Aldrich's "White Bird Flying" and "A Lantern in Her Hand." People come in and ask for both of them. Hilaire Belloc has, for the last two years, proved to be a big Christmas author at McCreery's. It's something the shop can't figure out, but last year and the year before great quantities of "Wolsey" and "Richlieu" went into Christmas stockings. Will the same thing happen to "Cranmer" this year? The shop can't decide. "Better Left Unsaid," however, still sells here, and McCreery's is pretty sure that it will sell even better as the holiday season draws nearer.



All Cleveland, its press and its bookshops, were united last week to do honor to Cleveland's first citizen, Newton D. Baker, on the publication day of the two-volume account of his war work. The *Plain Dealer*, which had serialized some of the material, carried an editorial, the *Cleveland Press* made a long front page story of the points made in the book; in Korner & Wood's window was an interesting photograph of Wilson's Cabinet with the autograph of each member under his picture, a photograph loaned by Mr. Baker himself, also signed portraits of leading war figures. One of Halle's largest win-

dows was given over to the book, with a large sign which read, "A New Book About Cleveland's Foremost Citizen," and other bookstores featured the book in similar ways.



"The Ocean Express: Bremen," which you can get through the North German Lloyd Line, or from B. Westermann's in New York, is a book which has had an astonishing sale at Alfred Paine's maritime shop in East 12th Street. It's a very beautiful and very reasonable German-made book stressing the architectural side of the *Bremen*. It has great attraction for customers who are passionate about steamboats, and is also irresistible to architects and interior decorators.



Merle Colby's "All Ye People" is the best selling book of fiction at Gimbel's in Philadelphia. "Windmill on the Dune" still goes well here, and of course, "Shadows on the Rock" is very active. "Washington Merry-Go-Round" keeps on leading the non-fiction sales. Not so long ago Mr. Hawks, author of "Speed," spoke at one of Gimbel's "Afternoons," in the store Auditorium and later autographed copies of his book. This was, says Gimbel, a very successful event.



We've been hearing recently that Don Blanding is one of the most effective authors at present available for afternoon readings of poetry. He always seems to be at once popular with his audiences and sells hundreds of his books, on the spot. His latest volume of poetry is "Songs of the Seven Senses," from *Dodd, Mead*.



"Scapegoats" by One of Them, published by Julian Sherrod in Dallas, Texas, has for some time now been a spectacular seller in Wall Street bookshops. Written by one of the many who have suddenly found themselves victims of the financial system, this pamphlet exposing the system has been bought by thousands of customers of various shops. *Brewer, Warren & Putnam* have just taken it over and are issuing it in book



Over 100 New York customers in one week wanted Ellsberg's "On the Bottom" in the Blue Ribbon Edition. The diving suit is authentic

form for the same price, \$1.50, with a jacket which ought to make it stand out well in displays.



A recent author appearance took place at Chandler's Bookstore in Evanston, Ill. Prudence Penny, well-known Chicago food expert, talked about and autographed her book, "Meatless Meals." A large audience of Evanston women listened attentively to recipes about this and that. One, for a "ghost" salad to be used for Hallowe'en parties, won everybody's heart. This was a good thing, for Chandler's, Prudence Penny, and Laidlaw Bros.



The Booke Shop in Providence has gathered many sales on "The Museum Comes to Life," a child's book, which was displayed with toy animals. Margaret Bailey's "White Christmas" is having an

unusually good sale for a book of poetry. "Scapegoats" goes steadily, as does "The Epic of America," Judith Paris, "My Father, Mark Twain," "Red Headed Woman," "The Official System," "Two People" and "American Beauty."



The great national heroine of Poland is Jadwiga (pronounced Yadweega), the girl queen. Charlotte Kellogg has written the first account in English of Jadwiga's career, which has just been published by Macmillan. Paderewski contributes a delightful introduction.



Traveling salesmen unanimously report that Boston is holding its head up unusually well during the depression. Such books as James Truslow Adams' "Epic of America" and the Shaw-Terry correspondence are sure-fire titles, and a decided impetus to book sales has been brought

about by the recent visits of such popular figures as Katharine Brush, Rafael Sabatini, H. G. Wells, and Abbé Dimnet.

Maurice Firuski of the Housatonic Bookshop, Salisbury, Connecticut, has been visiting publishers in New York and Boston, looking over stock in anticipation of the Christmas season. There is considerable interest among his customers in contemporary English novels, V. Sackville-West, Virginia Woolf and L. A. G. Strong being in particular demand.

"Brothers in the West" is a best seller at the Exclusive Shop, Morristown, N. J. Others among fiction are: "American Beauty," "Judith Paris," and "Dutch Shoe Mystery," "Washington Merry-Go-Round" and "Married Love," stand out among non-fiction sellers.

Reed's Book and Stationery store of New Brunswick, N. J., made "My Father—Mark Twain," and "Leonard Wood" best non-fiction sellers through advance orders. "Brothers in the West," "Judith Paris," "Hatter's Castle," and "Two People" stand out among fiction. The manager has much confidence in "Sparks Fly Upward."

"Katrin Becomes a Soldier" by Adrienne Thomas, translated by Margaret Goldsmith, has just been published here by *Little, Brown*. In London, among the literati, it has been considered the best book on the war since "All Quiet."

"Goals—The Life Story of Knute Rockne," a boy's book by H. W. Hurt (*Murray Book Corporation*) is getting a big break on the day of the Army-Notre Dame football game in New York. Dr. Hurt, the author, is a widely known authority on "Boyology," and has arranged for the Columbia Broadcasting Company a program of important speakers in tribute to Rockne and laying stress on his widespread influence on American Youth. There will be extensive advertising in the leading boys' magazines in America on the book. The book has received wide approval from literary editors of juvenile publications, and has an introduction by Lowell Thomas. Dr. Hurt has been Re-

search Director for the Boy Scouts of America for some time and has been connected with the Rockefeller Foundation in the same capacity. He is the author of the Boy Scouts Manual.

The famous old *Harper Classic Library* of literal translations which has long been one of the staples of the booktrade and was transferred to the American Book Company at the time of the establishment of that firm, has now been transferred to the list of the Translation Publishing Company of 76 Fifth Avenue. The whole series from "Aeschylus" to "Xenophon" is listed at \$2 a volume.

The *Macmillan Company* has taken over from G. P. Putnam's Sons two standard works which are published in England by the Cambridge University Press—"The Cambridge History of English Literature," in fourteen volumes edited by A. R. Waller and Sir A. W. Ward; and "The Cambridge History of American Literature," in four volumes, under the editorship of W. P. Trent, John Erskine, S. P. Sherman and Carl Van Doren. The volumes can be purchased separately, at four dollars each.

Few booksellers
Can afford de luxe cellars
But purveyors to thirsts
Own Galsworthy firsts.

Ogden Nash in "Free Wheeling."

In connection with Children's Book Week, November 15 to 21, W. Orton Tewson, former Literary Editor of the *New York Evening Post*, and Philadelphia Public *Ledger*, and writer of "An Attic Salt-Shaker" column, will give his annual radio talk on "Books for the Bairns," on Tuesday afternoon, November 17, at 2.30 to 2.45 o'clock, from WJZ station, National Broadcasting Company.

Blue Ribbon seems to have got away to a good start, for the new Rainbow Library was prominently on display last week in Columbus, in McClellands, Lazarus and even Long's College Book Co. The bright clean colors of the binding have been making customers.

Auction Sale at Putnam's

*The First Book Auction to Be Held in a Bookstore in This Country
Brought \$13,620*

ON Thursday evening, October 29, The Putnam Bookstore, Inc., held an auction sale at 2 West 45th Street, where a selection of choice and rare books and sets were sold to the highest bidder. In a well-printed catalog giving full details in regard to each lot, the following "explanation" for holding the sale was given in a foreword: "Every retailer today, both large and small, is compelled to try every conceivable method of stimulating the public interest to a point of normal purchasing. In most cases the resort has been to bargain sales at prices set by the dealer. The values may be real or not, according to the honesty of the merchant. It seems to us that there is a real opportunity for an innovation in the selling of fine books by letting the public make its prices at a public auction in our store of rare books selected from our own stock. The idea, we must confess, is new only in this country. It has been a long established custom on the Continent and in England." This innovation sale drew a large audience at which the trade, collectors and observers were well represented, and throughout a long session the keenest interest was shown.

The books offered for sale comprised a cross section of the kind of stock that has made this bookstore famous. Paragraph 4, of the "conditions of sale," provided that "any bid not commensurate with the value of the article offered, or which is merely a nominal or fractional advance, may be rejected by the auctioneer," but there was no attempt to enforce these rules. The bidding sometimes was not fair to the bookstore, because it consumed too much time and in some cases tended to belittle the books offered, but there seemed to be no attempt at protection. The 160 lots brought \$13,620, and the following 36 lots are fairly representative of the quality of stock, and the prices realized:

A'Beckett (G. A.). "The Comic History of England," 2 vols., 8vo, full polished calf, panelled back and sides, inner

dentelle border, gilt edges, London, 1847-48. A. L. S. of author inserted. First edition. \$20.

Aesop and Gay. "Fables, with lives of the authors." Illustrated. 4 vols., 8vo, full dark wine levant, panelled back and sides, inner border, by Bayntun. London, 1793. \$92.50.

Ainsworth (W. H.). "Tower of London," Illustrated by George Cruikshank, 8vo, full dark levant by Rivière, London, 1840. First edition in book form. \$50.

Ainsworth. "Windsor Castle an Historical Romance," illustrated by Cruikshank and others, 8vo, full red morocco, uncut. London, 1843. First edition. \$55.

Alken (Henry). "Symptoms of Being Amused," oblong folio, full polished Scotch deerskin by Sangorski and Sutcliffe, uncut. London, 1822. \$60.

Angas (George French). "The Kaffirs, etc.," illustrated with colored lithographs, folio, contemporary half russia. London, 1849. \$65.

"Arabian Nights." Translated by Rev. Edward Foster. 5 vols., 4to, three-quarters green morocco, uncut. London, 1802. Large paper edition, with Smirke plates in two states. \$17.50.

Audubon and Bachman. "The Quadrupeds of North America," 155 colored plates. 3 vols., royal 8vo, three-quarters red levant. New York, 1849-51-54. \$70.

Bible (The). One volume extended to 4, by the insertion of 475 extra plates, thick 4to, three-quarters brown levant, uncut. London, 1906. The Royal Quarto Oxford Edition. \$110.

Boccace (Jean). "Le Dacameron," 5 vols., Gravelot engravings, 8vo, full crimson levant, gilt lined sides, by David. Londres, 1757-61. Large paper edition. \$100.

British Poets, (The), 100 vol., 16mo, contemporary full red straight grain morocco, London, 1822. The Chiswick edition. \$150.

Campan (Madame Jeanne Louise).

"Memoirs of Marie Antoinette," 2 vols. extended to 4 by the insertion of 288 extra plates including many in color and many India proofs, 8vo, blue levant, profile of Marie Antoinette in wreath on covers, by Rivière, uncut. London, 1823. \$95.

Chaucer (Geoffrey). "The Canterbury Tales," 2 vols., full pigskin, uncut. New York, 1930. No. 5 of 75 copies printed on Crane's Olde Book. \$145.

"Clio and Euterpe or British Harmony, a collection of celebrated songs and cantatas by the most approved masters." 3 vols., 8vo, full polished calf by Zaehnsdorf. London, 1785. \$85.

Combe (W.). "The English Dance of Death," 2 vols., 1815-16, and "The Dance of Life," 1817, together 3 vols., with colored plates by Rowlandson, 8vo, full marbled calf by Rivière. London, 1815-1817. First issues of the first editions. \$200.

Congreve (William). "Works," 3 vols., 8vo, full polished calf. Birmingham, 1761. Baskerville edition. \$70.

Connoisseur's Library (The). Collection of Art Works, 15 vols., large 8vo, ¾ dark blue levant, uncut. London, 1903-12. \$150.

Dibdin (Thomas Frognall). "Bibliotheca Spenceriana," 4 vols., tall 8vo, contemporary straight grain red morocco, elaborately tooled back and sides by Hering, gilt edges. London, 1814. Large paper copy. \$65.

Egan (Pierce). "Boxiana," 5 vols., 8vo, crimson morocco by Bayntun. London, 1821-24. \$200.

Freeman (Edward). Collected Works, 25 vols., three-quarters dark blue levant. London and New York, 1851-95. Mainly first editions. \$95.

Froissart (Sir John). "Chronicles of England, France, Spain and Adjoining Countries," 4 vols., 8vo, brown levant, gilt edges. London, 1839. This set originally in 2 vols., has been extended to 4 by the insertion of 72 illuminated plates of Humphreys as taken from the Manuscripts in Bibliothèque Royale, and other sources. \$200.

Goldsmith (Oliver). "Complete Works," 10 vols., green levant, uncut. New York, n. d. No. 7 of Turk's Head edition limited to 100 sets. \$220.

Greenaway (Kate). Collection of Al-

manacs, 1883-1894, two variants for 1884. London, 1883-94. \$100.

Hobson (R. L.). "Chinese Pottery and Porcelain," 2 vols., 4to, original white cloth, uncut. London, 1915. No. 329 of 1500 copies. \$90.

Irving (Washington). "Complete Works," 40 vols., 8vo, brown levant, uncut. New York, n. d. No. 166 of Joseph Jefferson edition limited to 250 sets. \$600.

Hood (Thomas). "The Comic Annual," 11 vols., 16mo, sprinkled calf by Root, gilt edges. London, 1830-42. All first editions but two volumes. \$85.

Knapp and Baldwin. "The Newgate Calendar," etc., 4 vols., 8vo, marbled calf by Bayntun, gilt edges. London, 1824-26. \$90.

London Punch from 1841 to 1924, 167 vols., 4to, original cloth covers, remarkably fine set. \$145.

McKenny and Hall. "History of the Indian Tribes of North America with biographical sketches, and 120 portraits from the Indian Gallery in the Department of War at Washington. 3 vols., folio, half green morocco gilt edges. Philadelphia, 1836-44. \$100.

Pickering Diamond Classics, 19 vols., green levant. 32mo, uncut. London, 1821-31. Complete set except the Shakespeare. \$70.

Poe (Edgar Allan). "Complete Works," 10 vols., large 8vo, green levant, uncut. New York, n. d. No. 8 of 10 sets of the Lenore edition. \$250.

Pine (W. H.). "The History of the Royal Residences of Windsor Castle, etc." 3 vols., folio, full levant, gilt edges. London, 1819. Contains 100 highly colored facsimiles of original drawings. Fine copy. \$250.

Shakespeare. Fourth Folio. In contemporary panelled calf. London, 1685. Many imperfections listed. \$300.

Symonds (John Addington). Collected set of first editions, 65 vols., 16mo to 8vo, three-quarters green levant. London, 1857-1902. First editions including all his important works. \$400.

Thackeray (W. M.). "The Christmas Books," 6 vols., thin 12mo, full red levant by Wallis. London, 1847-55. First editions. \$280.

White (Gilbert). "The Natural History and Antiquities of Selborne," 4to,

dark blue levant by Riviere, uncut. London, 1789. First edition with leaf of errata at the end. \$160.

What is the result of this experiment? The 160 lots sold had, we judge, a normal price value of between \$35,000 and \$40,000 in such stores as Putnam's, Scribner's, Brentano's, and Dutton's. In a sale so well attended, the auction value should have been at least \$17,500, and perhaps near \$20,000. The result was from \$4,000 to \$6,000 less than might have been expected. This does not mean that this first sale was a failure by any means.

Several things worked disadvantageously. This was a first sale of its kind, and buyers did not know quite what to expect. They have seen so much protection in the auction room that many came to look on and not to buy. Many of the booksellers came to observe, to see the result of the experiment with their own eyes, and had not examined the books and did not feel like buying at this session. Prices generally were so near the auction value of the books that competition was practically limited to those who had examined the books and were sure of their values. Again, we must all admit, these are hard times for auction rooms as for everybody else. Again, it was the general verdict that the auctioneer started many lots too low, and took nominal bids, which hurt the sale to some extent. These things may have shaded down the total several thousand dollars.

But here are some facts that cannot be overlooked: The large audience stayed until the end and enjoyed the entertainment. Many wished they had come prepared to buy rather than to look on. All agreed that the house of Putnam's had held a real sale, letting the buyers have the books at their own prices. The full confidence of everybody present was fairly and fully won. Another sale would be held under much more favorable conditions, and would have keener competition, more buyers, better prices, and we believe satisfactory results. This sale was as near success as one had a right to expect. With the right cataloging, good advertising, proper accommodations, bookstores of the first rank can hold their own auction sales as well in this country as they do in Europe.

New Publisher Starts

ALTHOUGH the Roman Press, which has just opened offices at 27 Park Place, New York City, is to be a book publishing house, its first enterprise is "The Cocktail Wheel," the plan of which, with fifty recipes, is based on the recent cut-out method of geographical "wheels." This idea was first developed in Germany and has been widely popular in this country. The price of "The Cocktail Wheel" is fifty cents. This month the firm will publish a volume entitled "November" by Gustave Flaubert, an unknown novel now first appearing in the English language. It will have an introduction by John Cowper Powys, illustrations by Hortense Ansoerge, will be designed by Ernst Reichl and printed at the Wolff bindery. The firm announces that it has in preparation a number of contemporary books by French, German and American authors.

Communication

THE AMERICAN MISSAL

Morehouse Publishing Co.,
1801-1817 West Fond Du Lac Ave.,
Milwaukee, Wis.
October 21, 1931.

Editor, *Publishers' Weekly*:

I have read with interest the item, "Episcopalians Reject the American Missal," on page 1690 of your issue of October 10th, and regret that you appear to have been misinformed as to this matter. The extract from the new Canon which you quote, stating that "no copy or edition of the Book of Common Prayer or a part or parts thereof shall be made, printed, published or used which contains or is bound up with any other matter except the Holy Scriptures or the authorized Hymnal of this Church," is correct as far as it goes but you omitted the very significant words "as of authority" which puts an entirely different light on the matter. *The American Missal* does not claim to be "of authority" in the Episcopal or any other Church and its status is therefore not affected by this change in the Canon. As a matter of fact, *The American Missal* bears on the back of the title-page the following statement disclaiming any such authority:

"It will be recognized, of course,

that, except in portions of this book that are taken, without alteration, from the Book of Common Prayer, this book can claim no degree of authority from the Church and is not an authorized publication thereof, but is distinctly supplementary to, and not a substitute for, the authorized publication of the Book of Common Prayer. It is submitted for voluntary consideration and use, in whole or in part, where, and only where, it may seem to possess any degree of value."

It is true that the Missal originally bore also the certificate of the Custodian of the Book of Common Prayer and that the Canon you cite has a further new provision stating that in future the Custodian shall not authorize any publication except the Book of Common Prayer itself. Of course, this provision is not retroactive and has no bearing on books published before the recent General Convention. However, out of deference to the implied wishes of General Convention, as indicated by this Canon, we have printed a new title-page, omitting the Custodian's certificate and bearing only the disclaimer of authority quoted above. This page has been inserted in all of the copies of *The American Missal* still in the hands of the publishers.

I may add that the first edition of the Missal is almost sold out and that the book continues to have a very satisfactory sale.

I think one further statement of your item is open to question; namely, that Anglo-Catholics "represent only about ten percent of the parishes of the Church." Of course there are no adequate statistics bearing on this question and I do not know the basis for your estimate, but I think there is no doubt that the percentage is a good deal higher than you have indicated. With all good wishes.

CLIFFORD P. MOREHOUSE.

Changes in Price

LINCOLN MACVEAGH—THE DIAL PRESS, Inc. The price of "The History of the Fourteenth Street Theatre," by Mollie B. Steinberg, is changed from \$1.00 to \$1.50.

FARRAR & RINEHART "Dobloons," by Charles B. Driscoll has been reduced from \$5.00 to \$2.50.

CHARLES SCRIBNER'S SONS Brunner. "The Word and the World." From \$1.75 \$1.50. Quinn's "Contemporary American Plays," \$1.50 instead of \$2.00.

Obituary Note

GILBERT WOOD

GILBERT C. WOOD, head of the medical book firm of William Wood & Company, of 156 Fifth Avenue, New York, died on October 20th, at the age of sixty-two. Mr. Wood was born in New York, the son of William H. S. Wood, and graduated from Haverford in 1889. His residence was in Babylon, Long Island. He is survived by his widow. Mr. Wood was a member of the Sons of the Revolution. The business of William Wood & Company, of which he was president, is one of the oldest in the annals of American publishing, having been founded in New York City in 1804, and it has on its list some of the most distinguished books of American medical literature.

Business Notes

AMES, IOWA.—The Gift and Party Shop, Florence Langford, will open small rental library November 15th.

ATLANTA, GA.—Dixie Lending Library, 1295 North Highland Avenue, branch of J. J. Steuer, Fiction Lovers Library, Washington, D. C. Mrs. Steuer has lately been expanding his chain of rental libraries.

BOSTON, MASS.—Frank C. Brown, bookseller of old and rare books at 44 Bromfield Street, died September 24th. The business of the deceased will not be continued.

BOSTON, MASS.—Kespert's Book Shop will move from 62 Catawba St., to Room 303,—168 Dartmouth St. this month. Open from two until nine.

CHILLICOTHE, OHIO.—The Chillicothe Book Store is a new concern located at 142 West Water Street.

CHIPPEWA FALLS, WISC.—Chippewa Book & Stationery Company, out of business.

CINCINNATI, OHIO.—The Book Mart, Allison S. McMillin, has opened at 210 West McMillan Street.

CINCINNATI, OHIO.—A. S. Jaffe's Circulating Libraries, main office at 4995 Turney Road, request publishers' catalogs.

COLORADO SPRINGS, COL.—The Old Book Shop, C. L. Heustis, owner, has been succeeded by L. C. Ormes and is now located at 112 East Colorado Ave.

CORONADO, CALIF.—Books of the Month Library, 7 Winchester Bldg., 1136 Lomo moved to 1200 Orange Ave. Former partnership dissolved. Mrs. Clara B. Hines now the proprietor.

DES MOINES, IOWA—Hyman's News & Bookstore, 518 Locust Street, moved. New address 405 Sixth Ave.

EUGENE, ORE.—Marinda I. Roberts is the University Cooperative Store's newly appointed manager of trade book department. Miss Roberts, formerly of The Sparrow's Nest Bookshop in Seattle, Wash., plans to build sales in general books in the University store with the full cooperation of Mr. McClain, manager.

EUSTIS, FLA.—Margaret's Shoppe, Margaret Urquhart, Prop. Circulating library, was opened October.

HOUSTON, TEX.—Richard L. Schwartz has opened a book room on the mezzanine floor of A Schwartz China and Gift House. He will have a three weeks' exhibit of fine bindings, first editions, press books and Americana. The bookroom will be maintained permanently with a stock of fine, rare and out of print books.

INDIANAPOLIS, IND.—The Dale Book Store, formerly at 37 N. Alabama Street, has moved to larger quarters at 219 S. Illinois Street. The shop is continuing its policy of specializing in Indiana items and is also adding an extensive line of back number magazines.

KANSAS CITY, MO.—The Book Department of the Missouri Baptist General Association is now located at 1023 Grand Avenue. Former address 3046 Main St.

LITTLE FALLS, N. Y.—Makley Allen is successor to B. E. Chapman, 518 Main Street.

NASHVILLE, TENN.—The McGill Book Company, booksellers and publishers, has just been opened at 122 Seventh Ave., North. H. C. McGill is the proprietor.

NEW ORLEANS, LA.—Cecele's Library, 914 Gravier Street, was described in the October 3rd issue as having the most "antique" rental library in New Orleans. The word should have been "unique."

NEW YORK, N. Y.—Chelsea Circulating Library, 145 W. 41st St., Room 515, Leonard Bogdanoff, prop., was opened September 1st.

NEW YORK, N. Y.—Lincoln Book Store, 1883 Tird Ave., is out of business.

NEW YORK, N. Y.—The Van Riemsdyck Book Service has moved from 139 Dyckman Street, to 55 West 45th Street.

OJAI, CALIF.—Sherwood Moe has sold his business to the Ojai Publishing Co.

PHILADELPHIA, PA.—Iras G. Schorsch, Inc., will in the future be known as the Byway Shop. The shop is now located at 10 Maplewood Ave.

PORT ARNADOR, CANAL ZONE—F. Burns & Co., Booksellers to the Trade, have established a business office at 1734 New York Avenue, N.W. in Washington, D. C.

RENO, NEV.—Compton's, 100 Island Ave., opened September 1st. Mrs. Gertrude M. Compton, manager, was formerly manager of book department, Gray, Reid, Wright Co. General bookstore stock, school texts, and rental library service.

SALT LAKE CITY, UTAH—The Bookshelf, 1348 East on Second South St. Mrs. P. D. Allison. Circulating library opened September.

SAN FRANCISCO, CALIF.—The Record Shop Library has opened at 172 Eddy Street.

SPRINGFIELD, OHIO—Georg & Robie Hudios, 405 S. Fifth Street, changed to Mrs. Robie's Book Shop.

TACOMA, WASH.—The Economy Book Service of 232 West 52nd Street, Seattle, has changed its name to the Swan Book Store, and moved to 1409 Pacific Ave., Tacoma. Roy T. Swanson is the proprietor.

TULSA, OKLA.—Miller's Old Book Store is now established at 22 West Third Street, with an attractive stock of old and rare editions as well as current books. J. H. Miller is the manager.

TUSCALOOSA, ALA.—The Pickwick Book Shop, 2125 Fifth St., Mrs. Miriam S. Vaughan, prop., was opened in October. General books for sale and remainder stock.

UPPER MONTCLAIR, N. J.—Garden House Bookshop, Mrs. C. E. Wilson, has removed to 1620 Laurel Rd., Bridgeport, Conn.

WASHINGTON, D. C.—Playhouse Shops, 1814 N Street, N.W., removed. New address 1837 Ingleside Terrace, N.W., and firm name changed to that of the proprietor, Henry Warner Austin.

October Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	October, 1931			Oct. 1930	10 mos. 1931	10 mos. 1930
	New Books	New Editions	Totals, 5 Weeks	Totals, 4 Weeks	Totals	Totals
Philosophy, Ethics	27	4	31	33	251	253
Religion, Theology	70	3	73	73	645	675
Sociology, Economics	75	2	77	50	507	413
Law	7	1	8	1	90	63
Education	27	—	27	20	212	197
Philology	17	4	21	21	212	176
Science	29	10	39	35	379	378
Technical Books	26	2	28	18	280	268
Medicine	26	5	31	24	343	265
Agriculture, Gardening	6	—	6	1	71	56
Domestic Economy	8	1	9	5	63	47
Business	25	2	27	12	165	163
Fine Arts	23	—	23	19	161	173
Music	5	2	7	3	69	56
Games, Sports	20	—	20	13	137	106
General Literature	63	9	72	50	406	435
Poetry, Drama	72	8	80	66	552	546
Fiction	157	63	220	228	1817	1881
Juvenile	161	13	174	144	868	703
History	60	6	66	33	400	342
Geography, Travel	42	8	50	47	333	316
Biography, Genealogy	118	12	130	64	663	639
Miscellaneous	6	2	8	4	58	43
Total	1070	157	1227	964	8682	8194

For October, 1930 the totals were:

New books	806	New editions	158	Totals	964
Increase of	264	Decrease of	1	Increase of	263

Totals of 10 months, 1931, show an increase of 488 over totals of 10 months for 1930.

BOOK MAKING

A Monthly Department

"Tremendous Trifles"

Some Minor Thoughts on Book Printing

Meiric K. Dutton

OF no business that comes to mind can it be said more truthfully than of book production that it is comprised of countless trifles. Some industries may consider themselves fortunate that the operations performed in their plants are standard, that the product is standard, and, above all, that they manufacture for stock rather than to order. If ease of operation is to be the sole standard for judging such "fortune," then it is true that one should look to some other industry than that of producing books for happiness. But if one takes a joy in the proper handling of tremendous trifles, then nowhere can he obtain greater happiness than in the book printing plant.

Engineering Standards Absent

Not long ago a well-known industrial engineer was bemoaning the lack of standards in the printing industry. At the time, he was after a simple comparison of the volume of work produced in a given printing plant over a period of years. During those years, financial fluctuations had forced a considerable change in the type of material printed by the firm. High-priced tabular matter and advertising matter had suffered a notable decline and straight composition had slightly increased. After securing a quantity of tabulated information on the amount of composition, based on type pages, he found that he still had nothing into which, as he expressed it, he could "sink his teeth." A type page was no longer a type page; it was a 6-point

tabular page in less than four columns, or in four or more columns, it was a full-page cut, or a full-page of 10 on 11, but it was no longer a comparable "type page." Thousands of ems were but little more helpful, since some were straight and some carried varying combinations of "handicaps."

No more fortunate was this engineer when he started on the pressroom. Obviously, the number of copies printed in a year were valueless since the number of pages per copy varied. But, ah! The number of "copy-pages,"—there seemed to be something, and tabulations were prepared. But, again, a thousand copy-pages turned out not to be a thousand copy-pages since runs had increased during the period under consideration and the handicap for "first-makereadies" as well as for "additional makereadies" threw the over-all times out of line. In the bindery, scarcely more luck appeared. Combination covers, round-cornered covers, and tight-back covers all presented their irregularities; in addition to which the variations in quantities of individual orders and the variations in the number of signatures and pastings in books combined to make a book "not a book."

Artistic Standards Are Better-Grounded

In spite of the fact that engineering standards are extremely difficult of application in the book-printing plant, printers have definite standards for the effective and artistic accomplishment of their productive work, if not for easing the minds of cost-accountants and engineers. It is

these established standards of the printer which the "old-timer" considers as his trade secret. It is the knowledge of these book standards that sets him off from his brothers in the job, magazine, and newspaper plants and permits him to turn out in routine work a book of beauty.

How many points of leading belong between the running head and text of a page? How many between text and folio on a sunken page? How many between text and folio when folios throughout the book are at the foot, and in what relative sizes may such folios be set? How should footnotes be set off from the text, and how should footnotes be treated when they run over to the next page? Where should half-titles be placed to appear correctly on the paper page? Why may the back margin equal the head margin and yet appear smaller?

These and hundreds of other questions the experienced book printer can answer without hesitation in daily practice. Many such questions have many answers and the "feeling" of the book must dictate the manner which the specific treatment shall take. Consequently, it is difficult to establish rules for universal application. Rules flagrantly broken may produce a desired effect which may be entirely legitimate in the specific application. I treasure in my library a copy of a book which I believe to be hideous in design and typography, yet its form is so in keeping with its text that I consider it an example of almost perfect book-making.

It is generally accepted that the printing on a paper page should be considerably above center in order to avoid the appearance of slipping off the page or of pulling the page down. Yet not a few books appear with the half-title line almost dead-centered on the type page. Far better would it be for printers having the tendency so to place their half-titles if they would establish the principle of sinking half-title lines uniformly three or six picas from the top of the text page and centering them sidewise on the type page. Another effective placing of half-titles is to the right-hand edge of the type page, lining at the top of the type page. In rare instances, it has proved effective to print a "Part"

number well upon the page in a type size somewhat larger than customary and the name or title of the section in the lower right-hand corner of the type page in a smaller size of type.

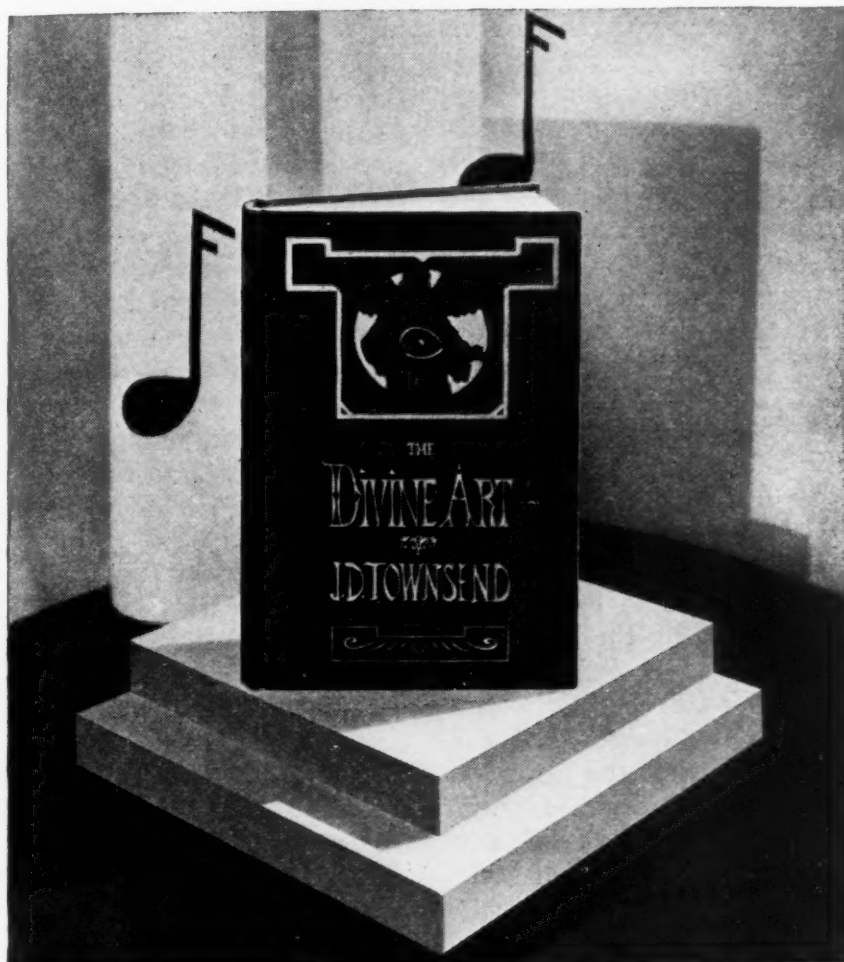
Half-titles, including the Bastard-title, print on right-hand or "facing up" pages and carry blank backs, except that the Bastard-title may carry an ad card on its back. There are cases, however, where it is desirable to print on the reverse of half-titles. An acceptable example of this practice would be in the case of illustrations with facing descriptive text. In such cases, the half-title would be backed by descriptive text and the illustration would print on the facing right-hand page.

Accepted practice has led to the use of eight or ten points of leading between the running heads and text of 8vo and 12mo books. This amount of space seems to be enough to eliminate any tendency to read the running head into the text yet does not allow so much white space between the two as to destroy the regular shape of the type mass.

Chapter heads are generally sunk about six picas unless some special rule or typographic treatment is accorded the page. Such chapter heads generally carry a folio centered at the foot in eight point of the type in which the regular folios in the head are set. These sunken folios are separated from the text only by a two-point lead, and a second two-point lead is placed at the foot of the page after the folio. For ease of make-up, it is desirable that all pages be uniform in length. To secure this uniform length, regular text pages are generally supplied with two slugs (12 points) at the foot which corresponds to the eight-point folio plus two two-point leads used for sunken folios.

When folios for the entire book are at the foot, they are usually larger than eight-point, sometimes going as high as 14-point, or even 18-point. Such folios may be centered, at the outer edge of the type page, or indented one or two ems from the outer edge of the type page. They may be between centered periods, parentheses, brackets, or ornaments. Usually they are separated from the text by six to ten points of leading.

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Full Trim: A Bias on Current Bookmaking

Evelyn Harter

THERE must be a lot of Scotch blood in the manufacturing departments of publishing houses. Necessarily—to meet the demands of business managers—but it is carrying it a little too far to ignore the possibilities of one of the finest decorative assets the designer of trade books has at his command—blind stamping. Most designers seem to feel that if they have been to the expense of having a brass die made, they must stamp it in ink or foil or gold or they are missing their money's worth. The fact that they can stamp it in ink as cheaply as in blind often inclines them to use it when the book would be better off without it. Some fine effects are to be had by stamping an all-over pattern on the front and back covers of a book, with a unit of the design in gold on the backbone. *McBride's* have done a good job of this sort on "Cathedral France." The naturally symmetrical and graceful lines of the front of the cathedral make a pattern over the entire front of the case and one tower has been stamped, also in blind, on the backbone. It seems to us that it would have been even nice in the interests of bilateral symmetry to have stamped the front design on the back also, but that is a matter of taste.

There is also a well-designed blind stamp on the front of "Richard Hughes: An Omnibus" (*Harper's*), an enlargement of the gold stamp on the backbone. All in all, however, there is not enough use of this thoroughly dignified method of decorating a book, and we should like to see more attention paid to it.

Relative to our words in praise of Little Sixteenmo several weeks ago, Captain Cumberlege of the Oxford University Press writes to object to the omission of the *World's Classics*. While the list of pocket books was not meant to be exhaustive, it might well have included the name of this little series which is certainly one of the most attractive of the lot in its blue vellum cloth, blue stained top, blue book-

mark and gold stamping. Moreover, it makes attractive use of blind stamping in the way we like to see it—front and back as well as backbone. Another very attractive little book which we have just come across is the old series called *Knickerbocker Nuggets*. These have printed paper sides set rather widely away from the joint, and the cloth between the joint and the paper is stamped in gold, along with the backbone, in an intricate scroll pattern.

Perhaps it is time we began to view with alarm the encroachments of publisher's blurb material into the book proper, an old 19th century custom of which we had seemed to be well rid. A publisher as particular about the appearance of his books as *Knopf* has filled the page opposite title-page of "Singing Cowboy" with two puffs for other books, and *Dutton's* have occupied the corresponding page of "The Story of a Love" with quotes from reviews of the book itself. Similarly *Bobbs-Merrill* have printed the description of "The Almond Tree" which would ordinarily be placed on the front flap of the jacket on the front endsheet (paradoxical name). It is rumored that this was done as a result of pressure from the author. One would think that an author would be better pleased if the buyer of his book remembered for himself that it was done "with impeccable artistry" instead of being confronted with the statement each time he opens the covers of the book. If there is any principle of bookmaking that is so self-evident that it seems to need little defense, it is that a book should be an integer, its whole make-up subordinate to a self-sufficient text. Ballyhoo should be limited to jackets, which are separate and may be thrown away.

This month has given us several books with pleasant innovations in text papers. There is *Simon and Schuster's* use of a granite colored paper in "Flight Into Darkness." From Chicago comes a book called "Devil's Ditties" (*Hatfield*) in

November 7, 1931

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THE INVENTION OF PRINTING IN CHINA AND ITS SPREAD WESTWARD

BY THOMAS FRANCIS CARTER
LATE ASSISTANT PROFESSOR OF CHINESE IN COLUMBIA UNIVERSITY



NEW YORK

COLUMBIA UNIVERSITY PRESS

The 1925 and 1931 editions of an authoritative reference work on printing

which the text appears printed on common brown kraft. It has an honest, homespun effect, and the presswork does not seem at all impaired. *Stokes* has followed the "Sins of New York" with "Sins of America," printing the last half of the book on a lurid pink paper that is reminiscent of the old *Police Gazette* but kinder to line cuts.

Come, Come Department

"The Waves" (*Harcourt Brace*). Much too good a book to have such an uncomely jacket.

"The French Boy" (*Lippincott*). A nice book until the stamping was put on.

We find the hand of Mr. Amberger in two prominent books this month—*Macmillan's* "Home From the Sea" and *Scribner's* "Come With Me To India." The former has a clean-looking jacket in black and blue ink, with a modification of the design stamped on the linen colored basket weave cloth of the cover. The Scribner

THE INVENTION OF PRINTING IN CHINA AND ITS SPREAD WESTWARD

BY
THOMAS FRANCIS CARTER, Ph.D.
ASSISTANT PROFESSOR OF CHINESE
IN COLUMBIA UNIVERSITY



NEW YORK
COLUMBIA UNIVERSITY PRESS
1925

volume has an endpaper in brown and some warm brown stamping on the case. Are we wrong in thinking there is something not quite right about the lettering on the jacket?

For those who are interested in layout, there is a strange and wonderful volume under the auspices of The Studio Ltd. and William Edwin Rudge called "Mise En Page" showing all that can be done in layout with scissors and a T square.

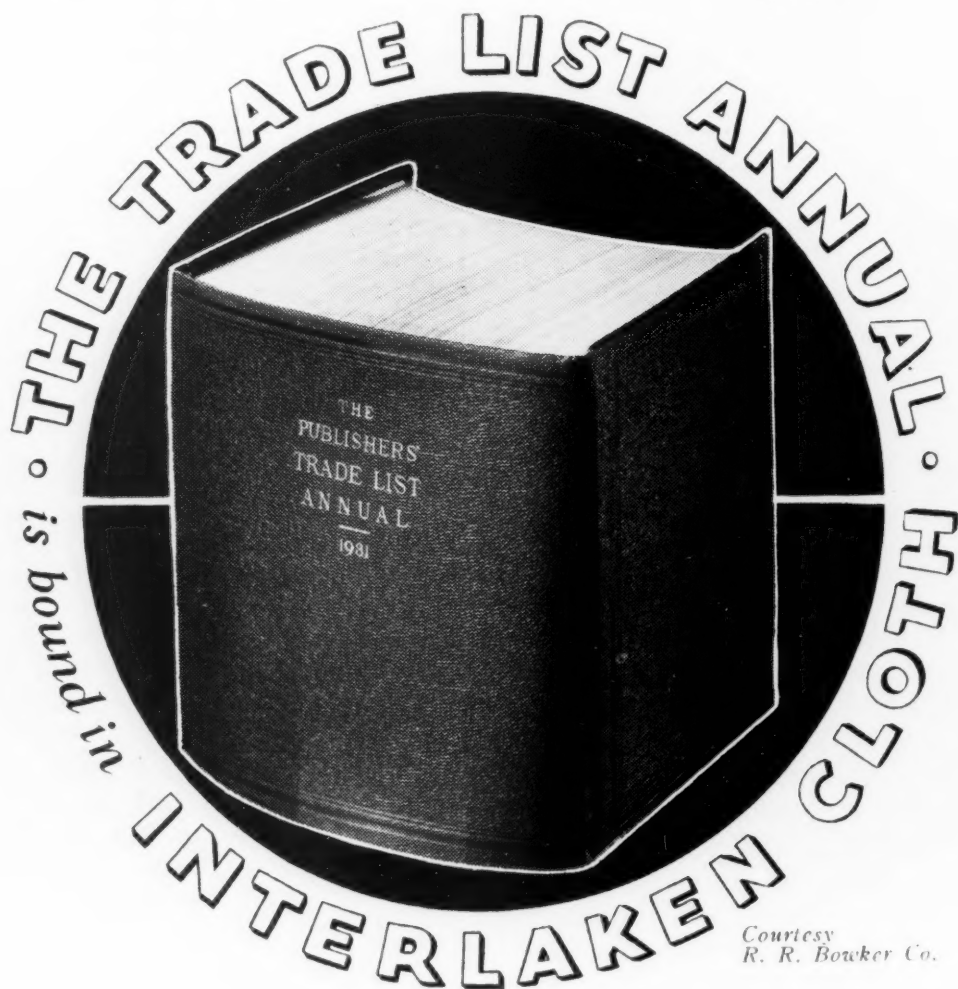
"The Invention of Printing in China and Its Spread Westward," now one of the standard reference books about printing, has been reissued in slightly smaller format. It has a new backbone design and a new title page, but the body of the book is substantially the same.

There have been many devices worked out for computing the length of copy which will fill a given space. Gordon Weir of the Butterick publications has now worked out a slide rule for this purpose, and anybody who is willing to pay \$25.00 for it, and master it will no doubt have a use for it, a dis- high as to

THE Trade List Annual is a complete bound file of the catalogs of all the publishers, issued yearly. It is constantly consulted by the entire book trade and all the leading public libraries. It is self evident that the wearing qualities of its binding material must be beyond question. Therefore, it is important that—



"Miss Jones, we'll have to replace those children's classics. Look them up in the Trade List Annual, please."



Courtesy
R. R. Bowker Co.



"I've located that book for you, Mrs. Smith. It comes in two editions, both of them very good."

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A Child of the Book Clinic

AT some of the Clinics last season, textbooks were discussed and it was remarked that in most texts there was a deplorable lack of design: types used were lacking in distinction; the typography (such as it was) being frequently disfigured by bold face and too much attempt at "schematic" treatment; charts and maps were often crude and were lettered without regard to the surrounding type medium; and in general the tone, from a designer's standpoint, was very low indeed.

About that time Longmans were preparing to issue a college text by Professor Niles Carpenter, entitled "The Sociology of City Life," and an attempt was made

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TABLE XLVII

ARRESTS FOR CRIMES AGAINST THE PERSON AND FOR CRIMES AGAINST PROPERTY IN THE METROPOLITAN COUNTIES OF SUFFOLK AND MIDDLESEX, MASSACHUSETTS, AS COMPARED WITH THE TOTAL POPULATION OF THE STATE, 1920-1921*

Population and Arrests	Per cent in two Metropolitan Counties	Index of Per cents, counting Total for the two counties as 100
Population	41.8	100
Arrests for Crimes against the Person	30.0	71.0
Arrests for Crimes against Property	71.0	103.5

major sex offenses for which males were convicted in this period were committed by men born in the rural districts, eight-ninths of the thefts were committed by men born in the cities.† Glueck and Glueck's study which has been seen to be concerned chiefly with urban criminals, shows that, of 453, who had been sentenced for major crimes, 416 or 92 per cent had committed property crimes, and 37 or 8 per cent for other crimes, (including sex crimes, and homicides).‡

TABLE XLVIII

HOMICIDE RATE PER 100,000 POPULATION, ACCORDING TO SIZE OF COMMUNITY, BELGIUM 1924§

Community	Homicide Rate
2,000 and less	3.14
2,000-5,000	3.54
5,000-25,000	1.47
25,000 and above	2.16

* Computed from *Annual Report of the Massachusetts Commissions of Corrections for the Year ending November 30, 1921* (Public Document, No. 115), p. 166.

† F. J. Tonnies, "Verbrechertum in Schleswig-Holstein (Zweites Stück)," in *Archiv für Sozialwissenschaft und Sozialpolitik* (LVIII) 1927, pp. 608-628.

‡ S. S. Glueck and E. Glueck, *Five Hundred Criminal Careers* (American Trials), New York 1930, pp. 149-150.

§ Reprinted by permission from *Principles of Rural-Urban Sociology*, p. 377, by P. A. Sorokin and C. C. Zimmerman, published by Henry Holt & Company, Inc.

Left-hand page

to design the book in accord with the principles set forth at the Clinics.

This book called for a highly schematic treatment, with six or eight gradations of headings, bold face and italic sideheads; the skeleton of the work was over-emphasized. The author was persuaded that this display of the skeleton would not only fail to make the plan of the work clearer to the reader, but that the student would never be able to keep the gradations of

CHAPTER IX

THE DEBIT SIDE OF CITY LIFE (Continued)

CRIME AND VICE

THE WICKED city" is a universal cliché. In some respects, such as recreation, it seems to express the country-dweller's distrust and disapproval of the novelty and sophistication of the city man's way of life rather than its depravity. When applied to crime, however, the phrase would seem to denote a real sociological fact.

CRIME

THE EXTENT OF CRIME

The statistics of crime are at best of limited value. Not only are they incomplete, particularly in respect to the sort of data that interests the social scientist; they are also difficult to compare because of the variations between different areas and countries regarding the apprehension and punishment of offenders, and even the definition of crime itself. To take a single example, the theft of an automobile is a felony in New York State, and if committed after three previous convictions for felony, must be punished by life imprisonment, while in Kansas City, Missouri, three youths who had been found guilty of such an offense are recently reported to have been "sentenced" to . . . 25 successive Sunday School attendances.*

* W. E. Farbstein, "Whimsies of the Bench" in *The New Yorker*, Vol. V (No. 49), Jan. 25, 1930, p. 21. For a thoughtful discussion of the difficulty of interpreting statistics of crime and delinquency, see two articles by Michels in *Archiv für Sozialwissenschaft und Sozialpolitik* (Vol. LVII) 1927, entitled "Altes und Neues zum Problem der Moralstatistik."

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Right-hand page

headings in mind even if he had before him constantly a "key" to the plan; for a reader rarely cares to be made conscious of the plan of the work—in most cases it is a distraction rather than an aid.

Therefore, the headings were reduced to two—main headings in capitals and secondary headings in small capitals; both were kept in text type and centred. Bold face and italic sideheads were discarded.

The type chosen was Baskerville, a distinguished face, ranking very high as to

readability, and notable for the beauty of its design.

The maps and charts were all re-drawn by one draughtsman and were lettered in Baskerville type except in one case, that of Roman London, in which it was thought best, after careful consideration, to reproduce the map as it stood.

The finished book is a striking example of harmonious typographical treatment and simplicity of style. The book is set in 11-point, 10-point, and 8-point Baskerville. It is printed on Warren's English-finish paper, and is bound in Permatex.

Send Now to Fifty Book Show

ANY volume printed and published in the United States during 1931 is eligible for submission for the Annual Fifty Book Show. One copy of each book must be sent to the Fifty Books Committee, care of American Institute of Graphic Arts, 65 East 56th St., New York, by December 7. The jury of three has not yet been appointed but they consider the books soon after the date of closing and the Committee then prepares the catalog and makes the books ready for exhibition for the first showing which is made at the New York Public Library the first week in February.

Medal to American Books

THE fine exhibit of American book-making which was included in the Salon International du Livre d'Art at Paris this summer, has been awarded a gold medal for the excellency of its typography and presentation. The exhibit was arranged by Munroe Wheeler, American living in Paris and partner of Harrison of Paris publishers. Fifteen American publishers were represented.

A New Handbook for Designers

A "HANDBOOK of Design and Devices" is nearing completion as a Harper publication, the result of years of collecting and months of drafting by Clarence B. Hornung, well known as a designer of trade-marks, book covers and book ornamentation. Mr. Hornung has collected from all countries specimens of the best formalized geometric designs such as designs based on swastikas, designs

based on hexagons, snowflakes and so forth, and out of these he has selected from 10 to 50 of each classification, over 1,500 designs in all, which have been carefully drafted to uniform size. Thus a designer needing basic devices in connection with some work of industrial design will have at hand in one volume a collection of material such as has not been brought together before. The book will be greatly valued by those who work in the book field as well as in others, as such patterns as are included in this volume are in constant use by designers.

Color in Children's Books

By Photo Gelatine Process

A NEW development in the use of modern color processes for children's books is aptly demonstrated in one of the books on the Harper list this year, "Little Henry and the Tiger." The text is written by Felicité Le Fèvre, and the drawings are by Erick Berry. Instead of using the lithography on stone or on rubber offset, Miss Kirkus of the Children's Department and Mr. Rushmore of the Manufacturing Department decided to try the photogelatine process which has been developed by the Frederick Photogelatine Press and which can come very close to giving the actual effect of soft water color inks. In order to have the type suitable to go with Mr. Berry's pictures, the slight text of the story was set by hand in Weiss Roman at Mr. Rushmore's own private press in Madison, New Jersey. This type goes very satisfactorily with the drawings, and the colors, mostly in soft shaded blues, yellows and reds, have come through remarkably well. The publishers and printers had to spend long weeks in careful preparation in order to insure success.

Johnston Joins Meriden Gravure Co.

PAUL JOHNSTON, author of "Biblio Typographica" and of many articles on bookmaking that have appeared in *Publishers' Weekly*, has joined the staff of the Meriden Gravure Co. of Meriden, Connecticut.



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Books on Bookmaking

Dr. Hellmut Lehmann-Haupt

The Curwen Press Miscellany. Edited by Oliver Simon and published for the Curwen Press, Plaistow, by The Soncino Press, London, 1931.

THIS is the latest addition to its series of "House" publications which the Curwen Press has taken great pride in issuing at intervals during the past years. It shows perhaps more variety and color than any of its forerunners. In fact, its combination of generously displayed type specimens with editorials of the "Fleurion" standard is somewhat of a novelty in typographic literature.

In displaying the resources of the press care has been taken not only to show the complete typographical equipment, but also to introduce the special processes which the press is cultivating. Description and display of the Curwen Music Punches will interest the students of this neglected field. Paul Nash's discussion of the stencil process, with charming examples, will be valuable to those in search of good color printing in books. Harry Carter has contributed a note on "Sanserif types," where he definitely claims the priority for the modern revival of this 19th century type family for Edward Johnston and his "Underground" Sanserif. Harold Curwen has written "On Printing from the Wood," and it seems to me that his advice, although elementary, is very appropriate. He dedicates his article "to the engravers who do not merely 'tickle' their blocks, and to the publisher who allows the printer to choose his paper."

A bibliography of the Press Publications from 1926 to 1927 was contained in "The Specimen Book of Types and Ornaments." The present "Miscellany" has brought it up to date.

The English Writing-Masters and their Copy Books. 1570-1800. A Biographical Dictionary and a Bibliography. By Ambrose Heal. With an introduction on the development of handwriting by Stanley Morison. Illustrated with portraits of the

Masters and Specimens of their hands. Cambridge University Press, 1931.

This is a publication of major importance and one that is likely to have a far-reaching effect, even if immediate appreciation should turn out to be less spontaneous than one would desire and expect. It is nothing less than a conscientious collection of all information that could be gathered on those engaged in good English handwriting ever since the middle ages. The movement of good handwriting in the days after printing was invented and had come to stay, started on the continent. Compared with the Italian and French masters and their "Copy-books" English beginnings were modest and a little belated. This is a true reflection of the same conditions in English printing history, and well known to its students.

Yet it is significant that at the present moment, the English Writing-Masters rather than those of a continental country are the first to be honored with a monumental publication. This is true with the one exception of Spain whose calligraphers have received a careful dictionary treatment, compiled by Emilio Cotarelo, and published in Madrid, 1914-16. The practical support and collaboration of the First Edition Club of London have helped in making the present work possible.

Doubtless, similar monographs on the development in other countries will follow. But it is the privilege of the early bird to catch the worm. In this case Stanley Morison's outline, although primarily concerned with the development in England, is really the fundamental history of handwriting in general. It is written with the self inflicted understanding of good writing as a major form of art, yet with a perfectly rational conception of its function. It is this irrevocable taking of one's own standard for granted that gives Mr. Morison's writing its particular fruitfulness.

The introduction of this volume to the readers of a column on "Books about Bookmaking" needs, I think, no excuse.

New York readers will be interested to learn that one of the finest collections of Writing-Masters' books forms a substantial part of George A. Plimpton's library in this city, and has been consulted by the authors of "English Writing-Masters."

Thomas Francis Carter. *The Invention of Printing in China and its Spread Westward*. Revised Edition, New York, Columbia University Press, 1931.

Ever since its first appearance in 1925, Mr. Carter's study on the Oriental background of printing has held a unique place in the literature of printing. The present reprint may be taken as indicating not only scholarly recognition but also acceptance among a general public. A deep regret over the untimely and tragic death of its author shortly after the appearance of the first edition must have been felt by anyone who ever read the book. This regret is fresh again now that the second edition is before us. What might it have been had it come from the hands of Carter himself? So many surprising new threads had been picked up, so many questions brought forth which otherwise many would never have thought of asking.

It is obvious from the nature of these problems that new light can come only from the very few who master a research technique that is uncommonly complicated. The fact that all revisions in the second edition are of minor importance may be considered as another tribute to the pioneer character of the work. The time will come when substantial increase of our knowledge will be possible. This reprint will help in assuring our present command of information and in preparing the ground for future contributions.

A short biography of the author is a welcome addition to the reprint.

Fritz Schroeder. *Die Herstellung von Büchern und Zeitschriften*. C. E. Poeschel Verlag, Stuttgart, 1930.

Attention should be given to this publication for its energetic attempt to describe in a comprehensive manual all processes employed in the production of books and periodicals. The book is written with the intention to further the understanding of the finished product by a thorough study

of all individual branches of manufacturing. It ought to prove valuable for production managers who are responsible for the total result—production managers who read German. Ample illustrations are contributed.

Bookbinding for Children

Bookbinding has come to be an accepted subject in the Junior Schools of England, judging from two small publications which have come out.

Bookbinding as a School Subject is the title of a series of three little pamphlets written by no less an authority than Douglas Cockrell. They are published by G. W. Russell & Son, Ltd., Education Leathercraft, Hitchin, England.

Each pamphlet describes a different stage of the craft. Stage I: Binding of Books of one section; Stage II: Binding of Books of more than one section; in half canvas; Stage III: Cutting edges and binding in half and whole leather. The diagrams of tools and processes are excellent.

Bookbinding for Boys and Girls, by M. A. Poole and M. Baker, University of London, Press, London, 1930.

Also well illustrated, is more elementary in its aim. The work is divided in four groups to correspond with the four years in the Junior School, and each group contains exercises based on the various processes in bookbinding: measuring, cutting, lining, sewing, strengthening, covering, the lining and binding of corners, as well as the making of simple books without any special apparatus.

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trends in type style. Since we are at present passing through such a period, to the type faces mentioned might be added several contemporary styles of letter, such as Futura and Kabel, both sans serif designs, and Bernhard Cursive, a new and interesting rendering of the Script type face."

The New Curwen Press Miscellany

NO English printing office is better known to American collectors for the quality and attractiveness of its work than the Curwen Press, founded by Harold Curwen, with whom has been associated for ten years Oliver Simon, founder and first editor of *The Fleuron*. From this Press now comes, distributed from the publishing office of the Soncino Press at 5 Gower Street, London, "The Curwen Press Miscellany," a volume which will epitomize much of their best work in modern book design. There is a chapter on "Type Faces" with a display of such faces, initial letters and borders as have been acquired by the Press since the publication of the famous "Type Specimen Book" in 1928, a chapter on "A New Sans-Serif Type" written by Harold Curwen, an article on "The Stencil Process" by Paul Nash, on "Printing Wood-Engravings" by Harold Curwen. There are 275 copies of the work, of which the price is £3 3s.

French Book Illustration of the XVIII Century

TWO articles of special interest to collectors and manufacturers of early fine bookmaking will be found in the twenty-fourth issue of *Ars et Metiers Graphiques*, published every other month in Paris. The article on "The Art of Book Illustration in the Eighteenth Century" is by C. Lucas De Peslouan and discusses the high tide of French book illustration and the masterpieces of Eisen, Cochin and others that were delighting book lovers in the days of Louis XV and XVI. This number also contains an article on "Some Forms of Ancient Writing," which discusses the development of written characters among the nations of Asia.

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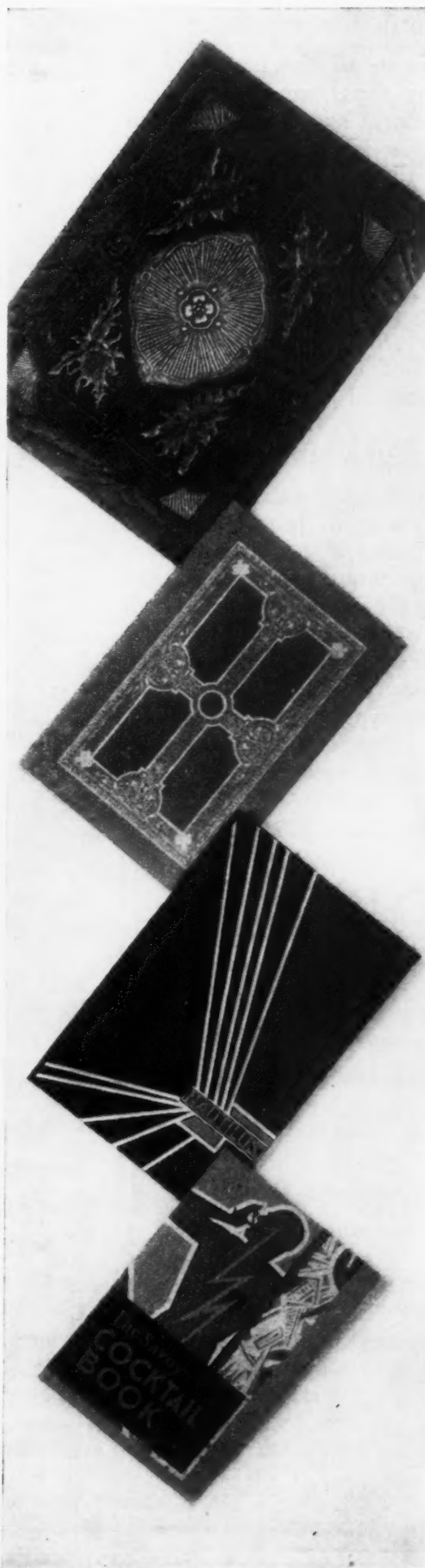
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This is a Bookcraft finish printed with Cray Finns inks and rubber forms.

Goethe and Papermaking

AS a contribution to the literature of papermaking the Japan Paper Company of New York has reprinted from Goethe's writings a biographical sketch of Philip Hackert. The editors of the volume state that as far as they can find out this is the first English rendering of Goethe's text. The short episode described has to do with "Don Stefano Merola's Paper Mill." The book has been sent, gratis, to the friends of the Japan Paper Company, and was printed at the Yale University Press and designed by Carl P. Rollins.

London "Mercury" in Baskerville

THE publishers of the London *Mercury*, whose issue of last March was an exhibit of Monotype setting, announce that, to encourage interest in printing and book designing, the November issue will be in the form of another special number illustrating these subjects. For the first time in the history of the paper, the text will be set in linotype and printed direct from the slugs. Five different type faces will be employed for purposes of direct

comparison (as with the Monotype).

One of the pages will be set in a new Linotype reproduction of the famous Baskerville type, and facing it will be a page printed from a "font" of actual type made by Baskerville himself in the 18th century. This "font" was recently brought back to this country by a Fleet Street printer who "discovered" it in France where it had remained for 200 years.

Mr. Cleland Speaks

AT the opening last month of the Printing for Commerce Show of the American Institute of Graphic Arts, a collection which now goes on the road to travel from city to city for the next two years, the guest of honor was T. M. Cleland, whose talk on printing design was listened to by a very large and interested audience. Some of Mr. Cleland's phrases were:

"The kind of printing design we want must be a combination of logic and common sense."

"Fine printing is good printing plus taste."

"We are today in a great sweat to find something that has not already been done. It was not always so."

"We strive for a new art as if art were like candy and we needed something fresh every hour."

"We call our present art 'modernism' as if all art in all ages had not called itself 'modern.'"

"You can't gain freedom from tradition without knowledge."

"The typographer must know his backgrounds of art."

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More Use of Celophane

THE use of celophane has developed increasingly in every industry and is likely to find further uses as book wrapping. It is interesting to read in the *American Printer* that experiments leading to greater facility for putting presswork on its surface is going forward. It has been found that by applying 120 degrees of heat to celophane just before or just after it is printed quite satisfactory results can be obtained. The heat softens the coated surface, opens the pores of the stock and lets the ink get in and take hold before the coating cools and hardens again. This is, of course, an emergency measure, in use while alterations in ink formulas still are going on. It is hoped that eventually inks will be developed which may be used on this stock in a normal manner.

What Is a Bookish Book?

PAUL JOHNSTON writes, "Since the appearance of my recent paper, Books Should Look Like Books, I have been confronted with no end of cavilling and caustic remarks about it. I have been accused of writing something merely to puff out half an idea and make it appear to be whole, of trifling with the serious subject of book design. I write to you,

then, to ask you to print this in defense of myself and the paper.

To prove that I myself have a definite conception of what I mean by the term bookish books, even at the risk of exposing myself to more obloquy, I give below a list of modern books that seem to me to look like books. The list is hastily drawn from memory and at random and does not include all the books I could name nor does it intend to favor any one or a number of persons. The list:

"Printing Types," designed by D. B. Updike. (The bookish book is the rule in this designer's work, the opposite, the rare exception.)

"The Journal of a Voyage to Lisbon," designed by Bruce Rogers. (Another who rarely produces a book that lacks bookishness.)

"The Essays of Montaigne," designed by Francis Meynell.

"Hazlitt's Selected Essays," designed by Francis Meynell.

"Santander," designed by Werner Helmer.

"Elizabeth and Essex," designed by W. A. Duggins.

"The Plantain-Mortuus Museum," designed by Edwin Grabhorn.

I really hope that this list will help others toward an understanding of what I was driving at.

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

SEVERAL of the religious book publishers have chosen the first week in November for the publication of many volumes. Noted in this Weekly Record are "Unfashionable Convictions by Bell, "Karl Barth" by Pauck, "The Universe Within" by Shannon, "Peloubet's Select Notes" by Wells, "Sermons I Have Preached to Young People" edited by Weston, and "Bettering Boyhood" by Cheley.

Among the poets and playwrights are new books by widely read authors. "Mourning Becomes Electra," Eugene O'Neill's play which bids fair to equal the success of his "Strange Interlude" on the New York stage should equal it in book sales. John Galsworthy's newest play, "The Roof," was also published this week. The first book of poems by John Masefield, since he became Poet Laureate of England, "Minnie Maylow's Story" is fresh from the publishers, too. A new volume of essays, "Adventures in Solitude," by David Grayson, is welcomed. Among the older material now issued in new form are the selected poems of James Whitcomb Riley, chosen by William Lyon Phelps; an omnibus book of Lewis Carroll's stories and poems; two Modern Library volumes, "Droll Stories" by Balzac, and "Peter and Alexis" by Merezhkovskii.

Other non-fiction sure of popular sales includes "Told at the Explorers Club," a book of modern true adventure tales by well-known men, edited by Blossom; "The

Cream of the Jesters," a compilation of humor, prose, poetry and pictures of the foremost American humorists by Mussey; "Representative Opinions of Mr. Justice Holmes; and "A Program for America" in which Will Durant discusses the economic situation.

More books of special American interest are listed under Wood, "Recent Trends in American Housing," a contribution to the important problem of transforming slums into garden homes; Harrison and Pringle, two interesting biographies, of Clarence Darrow and Theodore Roosevelt; Stoddard, "Financial Racketeering"; Gruening, "The Public Pays," a revelation of underground publicity methods used by the big corporations; Smith, the story of Chicago, with the illustrations of E. H. Suydam; "The Carolina Low Country"; Dobyns, "California Gardens"; Mason, "Columbus Came Late," an account of the ancient Indian civilizations of North and South America; two books of related interest on Mexico, Carr, "Old Mother Mexico" and Gamio, "The Mexican Immigrant."

Booksellers who know their customers' special interests will find good sales for these excellent books: Fairbairn, "Scientific Self Defence"; Knebworth, "Boxing"; Clendening, "The Care and Feeding of Adults"; "The Tenth Annual of Advertising Art"; Morant, "A History of Chinese Art"; Ditmars, "Snakes of the World"; Tabouis, "Nebuchadnezzar."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

The Weekly Record of November 7, 1931

Adams, Ephraim Douglass, and Almack, John Conrad

A history of the United States. 818p. (bibls.) il., maps (pt. col.) D c. N. Y., Harper \$1.80
A textbook for the 7th and 8th grades.

Allen, John R., and Bursley, Joseph A.

Heat engines; new 4th ed. 538p. il. O '31 N. Y., McGraw-Hill \$4

Anderson, Robert F., and Cade, George Newton

Arithmetic for today; bks. 1-3. various p. il. (pt. col.), diagrs. D [c. '31] Newark, N. J., Silver, Burdett 72 c., ea.

Aurousseau, Marcel

Beyond the Pyrenees. 402p. O [c. '31] N. Y., Alfred H. King bds. \$3.50
Experiences and impressions of the author, who, with a friend, walked from the Spanish border to Madrid, a continuation of the trip described in "Highway Into Spain."

Balzac, Honoré de

Droll stories. 564p. S ['31] N. Y., Modern Lib. flex. cl. 95 c.

Barclay, Vera

Saints by firelight; stories for Guides and Rangers. 206p. D '31 N. Y., Macmillan \$1.75
Brief biographical stories about some medieval saints, written for Girl Scouts.

Barnes, Major James Strachey

Fascism. 245p. (3p. bibl.) S (Home univ. lib.) [c. '31] N. Y., Holt \$1.25

Barron, Clarence Walker

More they told Barron; conversations and revelations of an American Pepys in Wall Street; the notes of the late Clarence W. Barron; ed. by Arthur Pound and Samuel Taylor Moore. 344p. front. (por.) O c. N. Y., Harper \$5
Also sold, boxed with "They Told Barron," for \$9 the set.

Bartlett, Arthur C.

General Jim; the story of a horse. 292p. front. D [c. '31] Bost., Wilde \$1.75
For boys.

Bedtime animal story book, The. 60p. il. (col.) O [c. '31] Phil., Altemus \$1
Four stories for small children.

Bell, Bernard Iddings

Unfashionable convictions. 208p. D c. N. Y., Harper \$2

The Professor of Religion in Columbia University points out that our usual modern interpretation of science, religion, ethics and education is essentially provincial and out of harmony with racial experience.

Bellowes, Marcia

Week-end cruise. 299p. D [c. '31] N. Y., Mohawk Press \$2

Sid Darrell, engaged to a complacent and proper young man, rebels at the thought of settling down and goes alone on a week-end ocean cruise for a wild fling at thrills and romance.

Berthier, Rev. J.

A compendium of theology; v. 1; tr. by Rev. Sidney A. Raemers. 393p. O '31 St. Louis, B. Herder \$2.75

Bible

The Christ child; as told by Matthew and Luke; il. by Maud and Miska Petersham. no p. il. (pt. col.) Q [c. '31] Garden City, N. Y., Doubleday, Doran bds. \$2

A picture book for children telling the story of the birth and early life of Jesus, with verses from the Gospels of Matthew and Luke.

The Revelation of Saint John the Divine; il. by Frances Clayton; lim. signed ed. 57p. il. (col.) O '31 N. Y., Scribner \$7.50, bxd.

Blossom, Frederick A., ed.

Told at the Explorers Club; true tales of modern exploration. 435p. il. O c. N. Y., Boni \$3.50

Tales of exciting experiences by thirty-three modern adventurers, among them Roy Chapman Andrews, Charles A. Lindbergh, Felix Riesenbergh, Vilhjalmur Stefansson and Sir Hubert Wilkins.

Boyd, Minnie Clare

Alabama in the fifties; a social study. 263p. (7p. bibl.) O (Studies in hist., economics and public law no 353) c. N. Y., Columbia Univ. Press \$4.25

Angell, James R.

Psychology today. 8p. O [c. '31] [Chic.] Univ. of Chic. Press pap. 10 c.

Angell, James R., and others

Psychology today. 43p. (bibls.) il., diagrs. O (Nat'l Advisory Council on Radio in Educ., listener's notebk no. 1) c. Chic., Univ. of Chic. Press pap. 25 c.

Arthur, Stanley Clisby, and Kernion, George Campbell Huchet de

Old families of Louisiana [lim. ed.]. 432p. il. O c. New Orleans, Harmanson, 916 Gravier St. \$7.50

Avery, Alfred Henry

Fractional horse-power motors; a practical book dealing with the principles of construction of this type of motor. 159p. il., diagrs. D '31 N. Y., Pitman \$2.25

Bailey, Hamilton

Physical signs in clinical surgery; new 3rd ed. 300p. il. (pt. col.) '31 N. Y., Wm. Wood \$6.50

Baughner, Jacob I.

Organization and administration of practice-teaching in privately endowed colleges of liberal arts. 133p. (2p. bibl.) O (Contribs. to educ., no. 487) c. N. Y., Teachers College, Columbia Univ. \$1.50

Baxter, D. V., and Gill, L. S.

Deterioration of chestnut in the southern Appalachians. 22p. (bibl. footnotes) il., diagrs. O (U. S. Dept. of Agri., technical bull. no. 257) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Berglund, Torkel, comp.

Metallographers' handbook of etching; tr. by William H. Dearden. 192p. (9p. bibl.) il., diagrs. O '31 N. Y., Pitman \$3.75

Brewster, Arthur J., and Palmer, Herbert H.
Introduction to advertising; new 2nd ed.
389p. il. D '31 N. Y., McGraw-Hill \$2

Brokaw, Clare Boothe

Stuffed shirts. 326p. il. D [c. '30, '31] N. Y., Liveright \$2.50

Some of the episodes of this narrative about the Towerly-Topping family, a travesty on New York society, have appeared in *Vanity Fair*.

Brown, Bernard

Talking pictures. 316p. il., diagrs. O '31 N. Y., Pitman \$3

A practical and popular account of the principles of construction and operation of the apparatus used in making and showing sound films.

Brown, Harold W.

Electrical equipment; new 2nd ed. 586p. il. O '31 N. Y., McGraw-Hill \$5

Buckley, Horace Mann, and White, Margaret L.

Buckley-White speller; grades 2 to 6. 173p. D [c. '31] N. Y., Amer. B'k 48 c.

Budd, William, M.D.

Typhoid fever; its nature, mode of spreading, and prevention. 198p. (bibl. footnotes) il. (pt. col.) T '31 N. Y. [Amer. Pub Health Ass'n, 450 7th Ave.] \$5; lim. ed., \$10, bxd.

Buechner, F. Robert

Municipal self-insurance of workmen's compensation. 87p. (bibl. footnotes) diagrs. O (Studies in municipal management, no. 1) [c. '31] Chic., Univ. of Chic. Press \$1.50

A survey of the various forms of self-insurance as practiced in typical cities.

Burke, Edmund

Burke's speech on conciliation with America; ed. by Howard De Forest Widger. 150p. (bibl.) front. (por.) S (Golden key ser.) [c. '31] Bost., Heath 48 c.

Burke, Mrs. Jane Revere

Let us in. 165p. D [c. '31] N. Y., Dutton \$2
A record of communications believed to have come from William James since his death.

Burnell, F. S.

Wanderings in Greece. 253p. (2p. bibl.) il., maps D ['31] N. Y., Longmans \$3
A modern visit to the places and relics of ancient Greece.

Cappers, Elmer O., and Potter, Russell H., jr.

Answer me; yes or no. 63p. D [c. '31] Bost., Wilde \$1

Six hundred questions, testing one's general knowledge, which are to be answered by yes or no within a specified time limit.

Carolina low-country (The); preface by Augustine T. Smythe. 336p. il. (pt. col.), map Q c. N. Y., Macmillan \$5

Herbert Ravenel Sass, Du Bose Heyward, Beatrice Ravenel and others describe aspects of life in the coastal country of South Carolina. The book contains fifty Negro spirituals, arranged with words and music, and it is illustrated with reproductions of paintings by Alice R. Huger Smith, etchings by Elizabeth O'Neill Verner, and drawings by Albert Simons.

Carr, Harry

Old mother Mexico. 274p. il. O c. Bost., Houghton \$3

In describing Mexico and recounting his experiences there the author evokes the picture of a country teeming with adventure, romance and charm.

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

The Lewis Carroll book; il. by John Tenniel and Henry Holiday; ed. by Richard Herrick. 458p. O c. N. Y., Dial Press \$3
Containing "Alice in Wonderland," "Through the Looking Glass," "The Hunting of the Snark," "A Tangled Tale," "Phantasmagoria" and "Nonsense from Letters."

Chappell, Clovis Gilham

Sermons from the Psalms. 215p. D [c. '31] Nashville, Tenn., Cokesbury Press \$1.75

Seventeen sermons about present-day problems based on the spiritual values of the Psalms.

Chase, John Samson, and Mumey, Nolie

Physical requirements for commercial flyers. 32p. il., diagr. S [c. '31] Denver, Col., Clason Pub. Co. \$1.25

Cheley, Frank Hobart

Bettering boyhood; boystuff, home life and leadership. 317p. (bibl.) il. D [c. '31] Bost., Wilde \$2

A study of the American boy, for the use of parents.

The will to win; little leads to leadership, character and the great game of life. 192p. front. D [c. '31] Bost., Wilde \$1.50
For boys.

Claassen, Cornelius J.

Making farms pay; a way out for owner and tenant. 142p. il. D c. N. Y., Macmillan \$2

A narrative of personal experiences in managing one thousand farms.

Clendening, Logan

The care and feeding of adults, with doubts about children. 337p. (bibl. footnotes) D '31, c. '28-'31 N. Y., Knopf \$2.50

Articles on general health, diet, care of the body, and kindred subjects, based on science and written in anecdotal style by the author of "The Human Body."

Bogart, Ernest L.

Forerunners of the present depression. 9p. (bibl.) O [c. '31] [Chic.] Univ. of Chic. Press pap. 10 c.

Brown, Hugh A.

Radio frequency electrical measurements. 386p. il. O '31 N. Y., McGraw-Hill \$4

Butler, Nicholas Murray

Radio's new opportunity in education. 5p. O [c. '31] [Chic.] Univ. of Chic. Press pap. gratis

Byars, R. L.

New psychology and humanism; a mind science; a new interpretation of the powers that be for human welfare. 63p. D [c. '31] Columbia, Mo., New Psychology Pub. Co. pap. 35 c.

Carter, Dr. Henry Rose

Yellow fever. 320p. O '31 Balt., Williams & Wilkins \$5

Chase, Ernest Dudley

Mercator map of the world. map (col.) '31 Bost., Houghton pap. \$2

Clark, Zenas Read

The recognition of merit in superintendents' reports to the public. 132p. (6p. bibl.) il., maps, diagrs. O (Contribs. to educ., no. 471) c. N. Y., Teachers College, Columbia Univ. \$1.75

Class, Edward C.

Prescription and election in elementary-school teacher-training curricula in state teachers colleges. 101p. (3p. bibl.) O (Contribs. to educ., no. 480) c. N. Y., Teachers College, Columbia Univ. \$1.50

Coler, Bird S.

He made them twain. 176p. D [c.'31]
N. Y., Educational Press \$2.50
A sociologist's views on marriage and companionism.

Cowden, Dudley J.

Measures of exports of the United States.
123p. (bibl. footnotes) diagrs. O (Studies in
hist., economics and public law no. 356) c.
N. Y., Columbia Univ. Press \$2
A statistical study of the prices and volume of
export commodities during the past eight years.

Craigie, Hamilton

The longhorn trail. 249p. D [c.'31] N. Y.,
Clode \$2
Dave Strine rode into the western town of Branding
Iron looking for excitement: he found it and romance
as well.

Crockett, William D.

A satchel guide to Europe; 51st annual ed.
704p. (43p. bibl.) maps (col.) S '31, c. '72-'30
Bost., Houghton flex. fab. \$5

Cromwell, Otelia, and others, comps.

Readings from Negro authors; for schools
and colleges, with a bibliography of Negro
literature. 400p. (bibl.) D [c.'31] N. Y.,
Harcourt \$1.50

Curtis, Alice Turner [Mrs. Irving Curtis]

A little maid of Fort Pitt. 243p. front. D
(Little maid hist. b'ks) [c.'31] Phil., Penn
\$1.50
The adventures of Jane Blackburn and Betty Cros-
man, two little girls who lived near Fort Pitt during
the Revolutionary War.

Davis, Bert H.

Leadership through Christian Endeavor.
180p. D [c.'31] Bost., Internat'l Soc. of
Christian Endeavor, 41 Mt. Vernon St. \$1
A manual in Christian training for young people and
counsellors.

Dawson, Miles Menander

The ethical religion of Zoroaster. 299p.
(2p. bibl.) D c. N. Y., Macmillan \$2.25
"An account of what Zoroaster taught, as perhaps
the very oldest and surely the most accurate code of
ethics for man, accompanied by the essentials of his
religion."

Dickinson, Emily Norcross

Letters of Emily Dickinson; ed. by Mabel
Loomis Todd; new and enl. ed. 488p. il. O c.
N. Y., Harper \$1
The first edition of these letters has been out of
print for many years. In this edition the editor has
added material hitherto unpublished, entire letters,
and passages from others which had been deleted.

Dickinson, Roy

Wages and wealth; this business roller-
coaster. 166p. diagrs. O c. Princeton, N. J.,
Princeton Univ. Press \$2
A discussion of production, sales, management and
wage problems in industry, at times of prosperity
and depression, with suggestions for reforms and
research. The author is associate editor of *Printers'
Ink*.

Cunningham, Daniel John

Text-book of anatomy; new 6th ed., rev. by Arthur
Robinson, M.D. 1582p. il. (pt. col.) O '31 N. Y.,
Wm. Wood fab. \$11

Diehl, H. C., and others

Removing spray residue from apples and pears.
33p. il., diagrs. O (Farmers' bull. no. 1687) ['31]
[Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Ditmars, Raymond Lee

Snakes of the world. 302p. il. Q c. N. Y.,
Macmillan \$6
Information about the many varieties of poisonous
and non-venomous snakes throughout the world by
the curator of mammals and reptiles at the New
York Zoological Park, with photographic illustrations.

Dixon, Mrs. Helen Cadbury Alexander

A. C. Dixon; a romance of preaching. 335p.
il., map O c. N. Y., Putnam \$5
The life of a North Carolina minister who adhered
firmly to his beliefs in fundamental Christianity as
opposed to modernists and evolutionists.

Dobyns, Winifred Starr

California gardens. various p. il. Q c.
N. Y., Macmillan \$5
Photographs selected and arranged to illustrate par-
ticular landscape features and elements of design in
some of California's beautiful gardens.

Duncan, John Garrow

Digging up biblical history; recent archae-
ology in Palestine and its bearing on the Old
Testament historical narratives; v. 2, The
Croall lectures for 1928-29 amplified. 269p.
(bibl. footnotes) il., diagrs. O ['31] N. Y.,
Macmillan \$3.75

Durant, William James

A program for America. 146p. nar. D c.
[N. Y.] Simon & Schuster \$1.25
A survey of the American scene, its economic prob-
lems, and a constructive plan for the way out of
depression, by the author of "The Story of Philosophy."

Espina de Serna, Concha

Mujeres del Quijote; ed. by Wilhelmina
Marie Becker. 202p. (bibl.) il. S (Heath's
modern lang. ser.) [c.'31] Bost., Heath 96 c.

Fairbairn, W. E.

Scientific self-defence [preface by Douglas
Fairbanks]. 178p. il. O c. N. Y., Appleton
\$3.50

A system of physical self-defence, embodying some
of the jiu-jitsu methods. This is the official text
book for the Shanghai Municipal Police and the
Hongkong Police, written by the Superintendent of
the former.

Findlay, Alexander

Physical chemistry for students of medi-
cine; 2nd ed. 272p. (bibl. footnotes) il.,
diagrs. O '31 N. Y., Longmans fab. \$3.40

Finley, Mrs. Ruth Ebright

The lady of Godey's, Sarah Josepha Hale.
318p. il. (pt. col.) O c. Phil., Lippincott \$3.50
A biography of the first woman editor in America,
who made *Godey's Lady's Book* the forerunner of
modern women's magazines.

Finnemore, John

The Holy Land; 3rd ed. 87p. il. (pt. col.),
map D (Peeps at many lands) ['31] [N. Y.,
Macmillan] \$1

Ford, Adelbert

A scientific approach to labor problems.
446p. il. O '31 N. Y., McGraw-Hill \$4

Drerup, Paul, ed.

The modern home; a series of residences. 14p.
il., diagrs. F [c.'31] [Hempstead, L. I., Editor,
P. O. Box 72] pap. \$2

Engelder, Carl J.

Laboratory manual of gas, oil, and fuel analysis.
236p. O '31 N. Y., Wiley \$2.75

Fourth New Yorker album (The); foreword by Robert Benchley. no p. il. F '31, c. '30, '31 Garden City, N. Y., Doubleday, Doran

bds. \$2.50

Another collection of the *New Yorker's* amusing pictures.

Galsworthy, John

The roof; a play in seven scenes. 125p. diags. D '31, c. '29, '31 N. Y., Scribner

bds. \$1

The action of this play, just produced in New York, takes place in a little old-fashioned hotel in Paris between midnight and one o'clock of a summer night.

Gamio, Manuel, comp.

The Mexican immigrant; his life-story. 301p (bibl. footnotes) front. (map) O [c. '31] Chic., Univ. of Chic. Press

\$3

A collection of autobiographic documents of Mexican immigrants which were gathered during a study of Mexican immigration conducted by the Social Research Council, with definite suggestions for a different immigration policy.

Garesché, Edward Francis

The will to succeed. 224p. D [c. '31] N. Y., P. J. Kenedy

\$2

The principles underlying success in life and the requisite qualities of a good character are outlined for young people.

Germany at a glance. 207p. (3p. bibl.) il., maps D [n. d] N. Y., B. Westermann

flex. bds., \$1

Essays describing some of the life and scenery of Germany.

Gerstäcker, Friedrich Wilhelm Christian

Germelshausen; simplified and graded for beginners by John Firman Coar and Francis Owen. 260p. il. D [c. '31] [Bost.] Ginn

\$1.20

Goethe, Johann Wolfgang von

Don Stefano Merola's paper mill; from the biographical sketch of Philip Hackert [tr. by Auguste Frischmann]. no p. O c. N. Y., Japan Paper Co., 109 E. 31st St.

bds. gratis

This English translation of an extract from Goethe's sketch of Philip Hackert is offered as a contribution to the literature of papermaking.

Gooch, George Peabody

Studies in modern history. 390p. (bibl. footnotes) O '31 N. Y., Longmans

\$3

Ten essays on historical subjects, including one on historical novels.

Grant, Harris D.

Simplified mathematics for accountants and executives. 329p. O '31 N. Y., McGraw-Hill

\$3.50

Grayson, David, pseud, [Ray Stannard Baker]

Adventures in solitude. 180p. il. O c. Garden City, N. Y., Doubleday, Doran

\$2

Essays on the efforts to achieve mental felicity, written during a period of enforced solitude on account of illness.

Gruening, Ernest Henry

The public pays; a study of power propaganda. 282p. O [c. '31] N. Y., Vanguard Press

\$2.50

How large corporations attempt to control pulpit and press, school and college, radio, motion picture and public forum.

Grüger, Herbert, and Grüger, Johannes

The sing song picture book; tr. by Betty Gram-Swing. 39p. il. (col.) Q ['31] Phil., Lippincott

bds. \$2

Songs for children in which the illustrations tell the story of the song and at the same time represent the musical notes.

Guerrero, Lina Jacob

Cuadritos cortos; easy Spanish plays. 74p. il., diags. S (Heath's modern lang. ser.) [c. '31] Bost., Heath

60 c.

Haines, Mrs. Edith Key

Tried temptations; old and new. 238p. D [c. '26, '31] N. Y., Farrar & Rinehart

\$2

A revised edition of "Tried Temptations," a cookbook that was privately printed several years ago.

Hale, George Ellery

Signals from the stars. 158p. il., diags. D '31, c. '28-'31 N. Y., Scribner

\$2

On the possibilities of building even larger telescopes, the drama constantly in progress in the sun's atmosphere, and how explosions in the sun may alter the magnetic field of the earth and affect radio transmission.

Hammond, Harry Emmons

A laboratory manual of elementary college physics; 3rd ed. rev. 133p. (bibl.) il., diags. O '31 Columbia, Mo., Lucas Bros.

\$1.25

Haring, Harry Albert

Our Catskill Mountains. 368p. il., maps O [c. '31] N. Y., Putnam

\$3.50

Description and guide to the little-known trails and roads, off the motorists' beaten track in this section of New York State.

Harrison, Charles Yale

Clarence Darrow. 395p. (3p. bibl.) il. O [c. '31] N. Y., Cape & Smith

\$4

A biography of Clarence Darrow, brilliant criminal lawyer, famous in scores of celebrated cases.

Hartman, Gertrude

The world we live in and how it came to be. 365p. (7p. bibl.) il., maps O c. N. Y., Macmillan

\$5

A pictured outline of man's progress from the earliest days to the present, for young readers.

Harvard advertising awards—1930. 151p. il.

Q '31 N. Y., McGraw-Hill

\$2.50

Hathaway, Esse Virginia

The book of American Presidents. 378p. il. O c. N. Y., Whittlesey House, McGraw-Hill

\$2.50

The lives of all the Presidents and interpretations of their personalities, for adolescent readers.

Gallaudet, B. B.

A description of the planes of fascia of the human body; with special reference to the fascia of the abdomen, pelvis and perineum. 75p. diags. D c. N. Y., Columbia Univ. Press

\$2

Goodby, Sir Kenneth

Diseases of the gums and oral mucous membrane;

4th ed. 496p. il. O (Oxford medical pub'ns) '31 N. Y., Oxford

\$13

Heald, C. B.

Injuries and sport; a general guide for the practitioner. 543p. il. O (Oxford medical pub'ns) '31 N. Y., Oxford

\$8

Higginbottom, Mrs. Ethel Cody

Bells of India; stories of life in the great peninsula. 172p. il. D [c.'31] N. Y., Revell \$1.50

Tales of India by a missionary.

Higginson, Alexander Henry

Try back; a huntsman's reminiscences; foreword by Henry Goodwin Vaughan. 227p. il. Q c. N. Y., Huntington Press \$7.50

Reminiscences of forty years' foxhunting in America and England by the present Master and Huntsman of the famous Cattistock Hunt of England.

Try back; a huntsman's reminiscences; foreword by Henry Goodwin Vaughan [lim. signed ed.]. 241p. il. (col. front.) Q c. N. Y., Huntington Press buck. \$20, bxd.

Hillyer, Anthony

Marginalia to life [lim. ed.]. 42p. D c. Los Angeles, Thomas Perry Stricker, 625 W. 6th St. \$2.50

Notes from the author's private papers which reflect his revolt against the predominating Oriental influences that are changing western civilization.

Hindenburg, Helene von Nostitz

Dialogues with Rodin; tr. by H. L. Ripperger. 84p. il. (pt. col.) O [c.'31] N. Y., Duffield & Green buck. \$3.75

A portrait of the great French sculptor as seen through the eyes of an intimate friend. Some drawings and letters are reproduced for the first time.

Hindus, Maurice Gerschon

Broken earth; introd. by Glenn Frank [new ed.]. 299p. O [c.'26,'31] N. Y., Cape & Smith \$3

A chronicle of the first visit to Russia after the Revolution of the author of "Humanity Uprooted" and "Red Bread."

Hoffman, William Dawson

Tremaine of Texas. 290p. D c. Chic., McClurg \$2

A western action story, full of excitement, romance and mystery.

Holmes, Oliver Wendell

Representative opinions of Mr. Justice Holmes; ed. by Alfred Lief; foreword by Harold J. Laski. 341p. front. (por.) O [c.'31] N. Y., Vanguard \$4.50

A collection of papers in which the great jurist expresses the opinion of the court. A companion volume to "The Dissenting Opinions of Mr. Justice Holmes."

Hutchinson, Ruth Gillette

State-administered locally-shared taxes; development in the state and local tax systems of the United States. 157p. (5p. bibl.) O (Studies in hist., economics and public law no. 355) c. N. Y., Columbia Univ. Press \$2.25

Jameson, John Franklin

Dictionary of United States history; alphabetical, chronological, statistical, from the earliest explorations to the present day; rev.

ed. by Albert E. McKinley. 885p. maps (pt. col.) O '31 Phil., Historical Pub. Co., 1336 Cherry St. fab. \$9.50

Jay, Mae Foster

Morning's at seven. 301p. front. D [c.'31] Bost., Wilde \$2

This romance of Terry Hunt, a young engineer, and Patricia Star is laid in Texas.

Jillson, Willard Rouse

Early Kentucky literature, 1750-1840. 1040. (29p. bibl.) il. O c. Frankfort, Ky., Kentucky State Historical Soc. bds. \$2

The illustrations are reproductions of fourteen title pages.

Jones, Laurence Clifton

The spirit of Piney Woods; introd. by George Foster Peabody. 93p. il. D [c.'31] N. Y., Revell \$1.50

Addresses by the founder and principal of the Piney Woods Country Life School which trains young Negro boys and girls along vocational lines.

Kellam, Mrs. Sadie Scott, and Kellam, Vernon Hope

Old houses in Princess Anne, Virginia. 232p. il., diagr. O '31 Portsmouth, Va. Printcraft Press \$5

Kelly, Robert Talbot

Egypt; il. by the author. 93p. il. (col.), map D (Peeps at many lands) ['31] [N. Y., Macmillan] \$1

Kendall, Patricia

Come with me to India! a quest for truth among peoples and problems. 477p. (11p. bibl.) maps O c. N. Y., Scribner \$3.50

An interpretation of India's past and present which presents the Nationalist movement as the revolt of Hindu and Moslem against enlightened modern influences.

Kennedy, Margaret [Mrs. David Davis]

Return I dare not. 315p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

The sophisticated and witty tale of a week-end at a country estate where Hugh Potts, a successful and highly publicized playwright is invited to entertain the guests but falls in love instead.

Kerrick, Harrison Summers

The flag of the United States; your flag and mine; Wisconsin ed. [3rd ed.]. 170p. il. (pt. col.), maps, diagrs. Q [c.'31] [Kansas City, Mo., Author, 1102 Federal Reserve Bank Bldg.] fab. \$3.50

Knebworth, Edward Anthony James Lytton, viscount

Boxing; a guide to modern methods. 287p. (bibl.) il., diagrs. O (Lonsdale lib. v. 11) [n. d.] Phil., Lippincott buck., \$6

Kraus, Edward H., and Holden, Edward F.

Gems and gem materials; new 2nd ed. 260p. il. O '31 N. Y., McGraw-Hill \$3

Jacobs, Frances E.

Old times with new rhymes; folk-music with words; for young singers and players. 82p. obl. O [c.'31] Bost., O. Ditson pap. \$1.50

Kawin, Ethel, and others

A comparative study of a nursery-school versus a non-nursery-school group. 61p. (bibl.) O [c.'31] Chic., Univ. of Chic. Press pap. 75 c.

Kuska, Joseph B.

Methods of crop production at the Colby (Kans.) branch experiment station, 1915 to 1929. 23p. il. O (U. S. Dept. of Agri., circular no. 184) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Lake, Charles H., and others

Tests to accompany A general science workbook. Q c. '31 Newark, N. J., Silver, Burdett pap. \$1.80

Laurie, Alex, and Chadwick, L. C.

The modern nursery; a guide to plant propagation, culture and handling. 508p. (bibls.) il., map, diagrs. D c. N. Y., Macmillan \$5

Lawson, Marie A.

Hail Columbia; il. by the author. 387p. il. (pt. col.), map (col.) O c. Garden City, N. Y., Doubleday, Doran \$5

A history of the United States, for children, that attempts to build up a background that will explain the nation of today.

Lee, Albert

Portraits in pottery, with some account of pleasant occasions incident to their quest. 280p. (2p. bibl.) il. O [c.'31] Bost., Stratford \$6

A book on antique-hunting—for Staffordshire pottery, especially those pieces representing historical figures, and other English and French pottery.

Loeb, Madeleine, and Schenker, David

Please stand by. 280p. D c. N. Y., Mohawk Press \$2

A novel telling of some radio artists' experiences in and out of the studio.

Loeb, Madeleine H.

Better left unwed; by Hazy, Princess of Guess; il. by the author. 112p. D [c.'31] N. Y., Mohawk Press \$1

A burlesque of some memoirs of European court life.

Loomis, Walter Harrison, M.D.

The health hunter. 348p. il., diagrs. O c. [E. Cleveland, O., Author, 1896 Grasmere Ave.] \$3.50

The care of the body for the preservation of health.

Lyttelton, Dame Edith Sophy Balfour [Mrs. Alfred Lyttelton]

Our superconscious mind. 264p. D c. N. Y., Appleton \$2.50

Evidence in the realms of clairvoyance, mediumship, telepathy, etc., to prove the existence of what the author terms the superconscious mind.

McAlister, Hugh

Sea gold; the story of a boy who masters deep sea diving. 256p. front. D (Worth while b'ks for boys) [c.'31] Akron, O., Saalfeld Pub. Co. 60c

That boy at Roaring Brook Farm; the story of a boy attaining success in agriculture. 256p. front. D (Worth while b'ks for boys) [c.'31] Akron, O., Saalfeld Pub. Co. 60c

Macalister, Robert Alexander Stewart

Tara, a pagan sanctuary of ancient Ireland. 208p. (bibl. notes) il., map, diagr. O c. N. Y., Scribner \$3

An outstanding authority on Irish archaeology gives the history of the place which was the center of Druidism and of royal power in ancient Ireland, and a description of Tara as it is today.

McCall, Oswald Walter Samuel

Christ's shining way, or, The private mind of Jesus of Nazareth. 133p. D [c.'31] Bost., Pilgrim Press \$1

A picture of Jesus based on a study of his utterances about life and religion.

McClay, Harriet L., and Judson, Helen, eds.

Story essays. 439p. (bibls.) il. D [c.'31] N. Y., Holt \$1.24

Essays relating to topics of interest for high school students, as an introduction to this literary form.

McFee, Mrs. Inez Nellie Canfield

How our government is run; a book for young citizens. 348p. (bibl.) il., diagr. O [c.'31] N. Y., Crowell \$2.50

The workings of the federal government and its departments explained for children or for prospective citizens from foreign countries.

Macintosh, Claire Harris

Attune with spring in Acadie. 106p. il. (pt. col.) O [c.'31] N. Y., Putnam \$3.50, bxd.

Poems about the birds of Nova Scotia and those who come there for a time, and the words and music of five bird songs.

Macy, Dora, pseud. [Grace Perkins, Mrs. Fulton Oursler]

Promiscuous. 345p. D c. N. Y., Brentano's \$2

The love story of Alys Ward, who worked in a New York department store.

Maidment, Margaret

A manual of hand-made bobbin lace work. 193p. il. (pt. col.), diagrs. O '31 N. Y., Pitman \$4.50

Masefield, John

Minnie Maylow's story, and other tales and scenes. 194p. O c. N. Y., Macmillan \$2.50

Nine narrative poems and several scenes in verse comprise the first book of poetry by the author since his appointment as Poet Laureate.

Mason, Gregory

Columbus came late. 351p. (6p. bibl.) il., maps O [c.'31] N. Y., Century \$4

A popular presentation of the story of the civilizations of the ancient Mayas, the Incas, the Pueblos, the Toltecs, and the Aztecs in North, Central and South America, long before the coming of Columbus.

Mason, Josephine Dwight, and O'Brien, Gertrude E.

A practical reader for adults; bk. 1, pupil's ed.; bk. 1, teacher's ed.; bk. 2, pupil's ed. various p. il. D [c.'31] Bost., Heath

bk. 1, 72c.; teacher's ed., \$1; bk. 2, 76c.

Mazzanovich, Anton

Trailing Geronimo; 3rd ed. 322p. il. (col. front.) D '31 Hollywood, Cal., Author, 926 Seward St. \$3

Lasance, Rev. F. X., comp.

Let us go to Jesus; devotions in honor of our Lord Jesus Christ, King. 128p. il. nar. Tt c. N. Y., Benziger Bros. pap. 20c

Le Buffe, Francis P.

Christmas. 88p. front. T ("As it is written" ser., no. 1) [c.'31] N. Y., America Press 30c

Lees, David, M.D.

Diagnosis and treatment of venereal disease; new 2nd ed. 654p. il. (pt. col.) D '31 N. Y., Wm. Wood \$5

Leventhal, Murray Jerome, and Blumstein, D. T.

Modern exercises in intermediate algebra. 176p. D (Globe review ser.) '31 N. Y., Globe B'k pap. 40c

Lippmann, Walter

Notes on the crisis. 28p. D (John Day pamphlets, no. 5) [c.'31] N. Y., John Day pap. 25c

Nadai, A., and Wahl, A. M.

A mechanics of the plastic state of matter. 349p. il. O '31 N. Y., McGraw-Hill \$5

Merezhkovskii, Dmitrii Sergieevich
Peter and Alexis; tr. by Bernard Guilbert Guernsey. 597p. S [c.'31] N. Y., Modern Lib. flex. cl. 95 c.

Miley, Sister Mary Hilda
The ideals of Mother McAuley and their influence; foundress, educator, social welfare worker. 68p. il. (pors.) D [c.'31] N. Y., P. J. Kenedy \$1.50; pap. 50 c.

Minot, John Clair [comp.]
The best college stories I know. 313p. front. D [c.'31] Bost., Wilde \$2
Stories of campus life for boys.

Mohr, Louise Maud
Palestine and Syria; ed. by Carleton Washburne and Willard W. Beatty. 168p. il., maps D (Social study ser.: hist. and geog.) [c.'31] Chic., Rand, McNally 68 c.

Moore, Bruce V., and Hartmann, George Wilfried, eds.

Readings in industrial psychology; introd. by Robert Irwin Rees. 599p. diagrs. O c. N. Y., Appleton \$5

More than two hundred original contributions on every phase of the applications of psychology to industrial management.

Moore, E. D.

Ivory, scourge of Africa. 274p. il., map O c. N. Y., Harper \$4

The story of the enormous trade in ivory and slaves in Central Africa which made fortunes for the Arabs in the days of Burton, Livingstone and Stanley.

Morant, George Soulié de [Charles Georges Soulié]

A history of Chinese art, from ancient times to the present day; tr. by G. C. Wheeler. 295p. (8p. bibl.) il. O [n.d.] N. Y., Cape & Smith \$10

A history of all kinds of Chinese art and architecture, copiously illustrated.

Murray, William D., and Rigney, Francis J.

Fun with paper folding [new popular ed.] 95p. front., diagrs. O [c.'28] [N. Y.] Revell \$1.50

Mussey, J. B., ed.

The cream of the jesters. 301p. il. O [c.'31] N. Y., Boni \$3

A selection from the best work of present-day American humorists—artists, poets and essayists.

My missal; a new explanatory missal for the Sundays and principal feasts of the year; with an appendix of devotions, introd. and liturgical notes by Rev. Abbot Cabrol. 643p. il. T [n.d.] N. Y., P. J. Kenedy flex. fab. \$1.75

Nabers, Charles Haddon, D.D.

Gladness in Christian living. 94p. D [c.'31] N. Y., Revell \$1
A series of addresses.

Navas, John Gualberto López-Valdemoro y de Quesada, conde de las

El procurador Yerbabuena (reverso de una medalla); ed. by Daniel Da Cruz and Willis Knapp Jones. 178p. il. D (Century modern lang. ser.) [c.'31] N. Y., Century \$1.20

A story for use in a second-year high school Spanish course or for a first-year college course.

New York Commission on Ventilation

School ventilation; principles and practices. 81p. (5p. bibl.) D (N. Y. Commission on Ventilation, contrib. no. 7) c. N. Y., Teachers Coll. Columbia Univ. \$1

O'Brien, Rev. Raymond J.

Midget; the story of a boy who was "always goin' alone." 183p. front. D c. N. Y., Benziger Bros. \$1.25

A story for Catholic boys and girls.

O'Neill, Eugene Gladstone

Mourning becomes Electra; a trilogy. 256p. O c. N. Y., Liveright \$2.50

The three plays, comprising 13 acts, which have just been produced in New York as one complete performance, beginning at 5 p.m. and lasting till 11 p.m., by the author of "Strange Interlude." The setting is a New England seaport town just after the Civil War.

Orliac, Jehanne d'

The lady of beauty, Agnes Sorel; first royal favourite of France; tr. by M. C. Darnton. 243p. il. O c. Phil., Lippincott \$3

A biography of Agnes Sorel, the beautiful mistress of Charles VII of France.

Ossorgin, Michael, pseud. [Mikhail Andreevich Ilin]

My sister's story. 235p. O c. N. Y., Dial Press \$2

The story of a Russian girl, Katya, the passing of her youth and with it her opportunities for happiness, told in the words of her brother.

Ottosen, Major Peter H., ed.

Trench artillery A.E.F. 367p. il. (pt. col.), maps, diagr. O [c.'31] Bost., Lothrop \$3; de luxe ed. \$3.50

The personal experiences of lieutenants and captains of artillery who served with trench mortars.

Palmer, Albert Wentworth

Paths to the presence of God. 116p. D [c.'31] Bost., Pilgrim Press \$1

Through nature, science, humanity, worship and Jesus one comes to the presence of God according to the author, president of Chicago Theological Seminary.

Pauck, Wilhelm

Karl Barth, prophet of a new Christianity? 236p. (bibl., bibl. notes) D c. N. Y., Harper \$2

The life and theories of the German theologian, whose idea of "divine realism" is widely discussed today.

Payne, Mrs. Elizabeth Stancy McGovern

These changing years. 310p. D [c.'31] Phil., Penn \$2

The story of a New England family, and the romance of Cynthia Trent Bannister, a modern girl, who inherited many of the fine qualities of her great-grandmother, Cynthia Trent Wetherall.

Niland, Katherine J.

A trip to beautiful Hawaii. 15p. (bibl.) O (Teachers' lesson unit ser., no. 21) [c.'31] N. Y., (Teachers College, Columbia Univ. pap. 25 c.

Penn, Enoch

Planetary influences; notes on the science of solar biology. 68p. D c. Applegate, Cal., Esoteric Pub. Co. pap. \$1

Perkins, Kenneth

The moccasin murders. 285p. D [c.'31] N. Y., A. H. King \$2

Eight people spend four frightful days and nights in a secluded mansion in the swamp prairies of the southeastern Texas coast with an unknown murderer striking them down one by one.

Pitkin, Walter Boughton, and Harrel, Robert F.

Vocational studies in journalism. 165p. O c. N. Y., Columbia Univ. Press bds. \$2

Powell, Mrs. Marie Cole

Junior method in the church school; rev. ed. 465p. (bibl.) il. D (Abingdon religious educ. texts) [c.'23, '31] N. Y., Abingdon \$1.50

Powys, Llewelyn

Impassioned clay. 120p. front. O c. N. Y., Longmans bds. \$2

An English author's philosophy—the way to happiness in modern life by keeping close to the goodness of the earth.

Price, Olive M.

Washington marches on; a play of the life of George Washington. 146p. D [c.'31] N. Y., S. French pap. \$1

Pringle, Henry Fowles

Theodore Roosevelt; a biography. 637p. (6p. bibl.) O [c.'31] N. Y., Harcourt \$5

A study of the life and career of Theodore Roosevelt, for which the author had unrestricted access to 75,000 personal and official letters of Roosevelt for the years 1889 to 1909.

Purnell, Idella [Mrs. John Martin Weatherwax]

The wishing owl; a Maya storybook. 107p. il. (col. front.) O c. N. Y., Macmillan \$2.25

Fairy tales told to Tilim, a little boy of Yucatan, by his grandmother.

Reichenbach, Harry

Phantom fame; the anatomy of ballyhoo; as told to David Freedman [foreword by Walter Winchell]. 258p. front. (por.) D c. N. Y., Simon & Schuster \$2.50

The experiences of a theatrical publicity agent.

Riley, James Whitcomb

Selected poems; comp. by William Lyon Phelps. 267p. front. (por.) D [c.'83-'31] Ind., Bobbs-Merrill \$2

Rittenhouse, Charles F., and Percy, Atlee L.

Accounting problems: intermediate; new 2nd ed. 460p. il. O '31 N. Y., McGraw-Hill \$3

Robertson, P. W.

Life and beauty; a spiritual autobiography. 173p. D ['31] [N. Y., Longmans] \$2.25

A scientist's account of his search for beauty throughout his life, interwoven with literary, psychological and aesthetic criticism.

Robinson, Howard

Bayle the sceptic. 344p. (14p. bibl.) front. (por.) O c. N. Y., Columbia Univ. Press \$4.25

A study of Pierre Bayle, 18th century French philosopher.

Robinson, Louis Newton

Should prisoners work? 365p. (28p. bibl.) O [c.'31] Phil., Winston \$2.50

A study of the prison labor problem in the United States.

Roman de Tristan et Iseut (Le); retold by

Joseph Bédier; ed. by Foster Erwin Guyer. 216p. (bibl.) D (Century modern lang. ser.) [c.'31] N. Y., Century \$1.10

Ross, M. I.

South of zero; the journal of John Hale Meredith while with the Clark-Jamison Antarctic Expedition of 191- to 191-. 293p. il. (col. front.), maps O c. N. Y., Harper \$2

An imaginary account of a fourteen-year old boy stowaway's adventures on an Antarctic expedition, told with realistic detail.

Russell, Sydney King

Lost warrior [verse; lim. ed.]. 100p. D c. Portland, Me., Mosher Press bds. \$2

Salt, Henry Stephens

Cum grano; verses and epigrams; lim. numbered ed. 163p. D '31 Berkeley Heights, N. J., Oriole Press bds. \$3

Samadhi, Delta

The master key to psychic unfoldment. 152p. D c.'31 Los Angeles, Crossley Pub. Co., 917 N. Edgemont \$1.50; fab. \$1

Saunders, Richard West

Dashes of lavender. 68p. il. D c. N. Y., H. L. Lindquist, 100 6th Ave. bds. \$1; lim. ed. \$2.50

Humorous verse, some of it embodying favorite old jokes.

Shannon, Frederick Franklin, D.D.

The universe within; with an appreciation by Gaius Glenn Atkins, D.D. 186p. D [c.'31] N. Y., Revell \$1.50

Sermons by the minister of Central Church, Chicago.

Shaver, Erwin Leander

The science of leadership; pupil's work book. 184p. (bibl.) O [c.'31] Bost., Pilgrim Press \$1

The results of five years' careful experimentation to produce a high school pupil's work book for both denominational and interdenominational training in leadership.

Silex, Karl

John Bull at home; how he lives, amuses himself, dresses; what he learns, does, earns, spends; tr. by Huntley Paterson. 293p. il. D [c.'31] N. Y., Harcourt \$2.50

A German's impressions of England and the English.

Potter, Beatrix

L'histoire de Noisy-Noisette; tr. by Jeanne Fish. 85p. il. (col.) T [n.d.] N. Y., Warne bds. 75 c.

Pedrin; el conejo travieso. 85p. il. (col.) T [n.d.] N. Y., Warne bds. 75 c.

Prentis, Edmund Astley, and White, Lazarus

Underpinning; its practice and applications. 339p. il., diagrs. O c. N. Y., Columbia Univ. Press buck. \$7.50

Randall, Alexander

Surgical pathology of prostatic obstructions. 279p. Q '31 Balt., Williams & Wilkins \$7

Reid, Stanley B.

The role of logical form in propositions about existence. 74p. O (Univ. of Cal. pub'ns in phil., v. 12, no. 4) '31 Berkeley, Cal., Univ. of Cal. Press pap. \$1

Smith, Henry Justin

Chicago; a portrait; il. by E. H. Suydam.
394p. il. (col. front.) O [c.'31] N. Y., Century

A picture of modern Chicago in its normal life and activity.

Smith, Thorne

Lazy Bear Lane. 250p. il. (col. front.) D c.
Garden City, N. Y., Doubleday, Doran \$2

An amusing story for children from 8 to 12 about Lazy Bear and his friend, Squirrel, who kept house for him, two gay children, some circus folk, and two timid lions.

Sperry, Willard Learoyd

"Yes, but—" the bankruptcy of apologetics.
185p. D c. N. Y., Harper bds. \$2

A courageous critique of the religious temper of today by the dean of the Harvard Theological School.

Stewart, Mary [Mrs. Raymond Sheldon]

Tell me a story of Bunny Blew. 182p. il.
(pt. col.) D (Tell me a story b'ks) [c.'31]
N. Y., Revell \$2

The adventures of Billy Boy and the rabbit, Bunny Blew.

Stoddard, William Leavitt

Financial racketeering, and how to stop it.
226p. il., diagr. O c. N. Y., Harper \$2.50

A description of the numerous financial con games which have proved profitable to America's financial crooks and disastrous to unsuspecting investors, and the work of the Better Business Bureaus in combating them.

Sweeney, Tom

Horizon frames. 133p. il. D c. Phil.,
Poetry Publishers, 529 Callowhill St.

\$2; lim. signed ed., lea. \$3

Poems and essays on nature and the out-of-doors.

Tabouis, G. R.

Nebuchadnezzar; preface by Gabriel Hano-
taux. 415p. (4p. bibl.) il., maps O c. N. Y.,
Whittlesey House, McGraw-Hill \$5

A biography of Nebuchadnezzar, the great Chaldean leader, who was King of Babylon from 604 to 561 B.C.

Tenth annual of advertising art; [foreword
by Merle Thorpe] 114p. il. (pt. col.) Q c.
N. Y., Book Service Co. \$6

Selections from advertisements shown at the exhibition of the Art Directors Club, Art Center, New York, April 18 to May 18, 1931, which show the trend of advertising illustration in this country.

Terpenning, Walter Abram

Village and open-country neighborhoods.
517 p. (27p. bibl.) il., maps, diagrs. O

(Century social sci. ser.) [c.'31] N. Y.,
Century \$4

A comparative study of the American open-country neighborhood and the European village neighborhood to determine the relative efficiency of the two forms of rural organization in meeting social and economic needs.

Theiss, Lewis Edwin

The pursuit of the flying smugglers. 320p.
front D (Air mail ser.) [c.'31] Bost., Wilde
\$1.75

Jimmy Donnelly as the pilot of an amphibian helps to protect the border from smugglers. For boys.

Tippett, James Sterling

Toys and toy makers. 151p. (10p. bibl.)
il. (pt. col.) D c. N. Y., Harper \$2.50

Stories of the making of the toys that every child knows.

Totheroh, Dan

One-act plays for everyone. 215p. D c.
N. Y., S. French \$2

Treasure ship sai's east (The); a book for
boys and girls. 127p. il. (pt. col.) O
[n. d.] N. Y., Macmillan \$2

Stories, poems and games divided into five sections, relating to Africa, India, the Near East, Japan and China.

Tucker, Josiah

Josiah Tucker; a selection from his economic and political writings; introd. by Robert Livingston Schuyler. 576p. (3p. bibl., bibl. footnotes) front. (por.) O c. N. Y.,
Columbia Univ. Press \$5

Most of the writings of this 18th century English economist are available, now, only in libraries.

Twining, E. W. and Holdich, Dorothy, E. M.

Art in advertising. 206p. il. (pt. col.),
diagrs. O '31 N. Y., Pitman \$7.50

A treatise on artists' work in connection with all branches of publicity.

Vanderbilt, Harold Stirling

Enterprise; the story of the defense of the
America's Cup in 1930. 247p. il., maps, diagrs.
Q c. N. Y., Scribner \$7.50

The story of the great racing yacht Enterprise, its construction and operation, with a description of the preliminary and the America's Cup races in which it defeated the late Sir Thomas Lipton's Shamrock V, told by its skipper.

Ward, John William George, D.D.

The beauty of the Beatitudes. 193p. D
[c.'31] N. Y., Revell \$1.50

An interpretation of the opening passages of the Sermon on the Mount by the pastor of the First Congregational Church of Detroit.

Slattery, Katherine F.

Building the paragraph. 25p. O (Teachers' lesson
unit ser., no. 16) [c.'31] N. Y., Teachers College,
Columbia Univ. pap. 25 c.

Stebbing, Lucile Reiner

Child training and parent education; references to
material in recent books. 51p. O '31 N. Y., H. W.
Wilson pap. 75 c.

Stone, Ala M., and Smalley, E. I.

Manuscript writing lessons; bk. 3. 46p. il. obl. Ff
[c.'31] [N. Y.] Scribner pap. 28 c.

Sumner, S. Clayton

My spelling book house; a work book in spelling.
80p. O '31 Phil., Winston pap. 16 c.

Vaughan, Grace T.

A grocery store. 15p. (3p. bibl.) O (Teachers'
lesson unit ser., no. 20) [c.'31] N. Y., Teachers
College, Columbia Univ. pap. 20 c.

Walker, Louise Jean

Bookland and its people. 19p. O (Teachers' lesson
unit ser., no. 18) [c.'31] N. Y., Teachers College,
Columbia Univ. pap. 25 c.

Walsh, William Francis

Future estates in New York. 274p. D '31 N. Y.,
Baker, Voorhis & Co. fab. \$3.50

Westover, H. L., and Enlow, C. R.

Planting and care of lawns. 20p. il., map O
(Farmers' bull. no. 1677) [31] [Wash., D. C., Gov't
Pr. Off.; Sup't of Doc.] pap. 5 c.

Witty, Paul Andrew

A study of deviates in versatility and sociability
of play interest. 66p. (bibl.) diagrs. O (Contribs.
to educ., no. 470) c. N. Y., Teachers College, Colum-
bia Univ. \$1.50

Wickoff, Ralph W. C.

The structure of crystals; 2nd ed. 497p. il. O
(Amer. Chem. Soc. monograph, no. 10) '31 N. Y.,
Chemical Catalog Co. \$2.50

Watson, Ernest Bradlee, and Pressey, William Benfield, comps.

Contemporary drama; English and Irish plays, II. 456p. (3p. bibl.) S [c.'31] N. Y., Scribner \$1.25

This volume contains "Mr. Pim Passes By" by Milne, "The Circle" by Maugham, "Loyalties" by Galsworthy, "Dear Brutus" by Barrie, and "Juno and the Paycock" by O'Casey.

Wells, Amos Russel

Bible sayings. 126p. D [c.'31] Bost., Wilde \$1

Fifteen hundred verses selected from the Bible and arranged in question-and-answer form to test one's knowledge.

The devotional year-book. 380p. D [c.'31] Bost., Wilde \$2.50

Spiritual meditations for each day of the year.

Select notes on the International Sunday school lessons; improved uniform ser.: course for 1932. 368p. (bibl.) il. (pt. col.), maps (pt. col.) O [c.'31] Bost., Wilde \$2

Through the Bible in a year. 127p S [c.'31] Bost., Wilde \$1

Daily references to the Bible to complete its reading in one year, with suggestions for meditation and further study.

Weston, Sidney Adams, ed.

Sermons I have preached to young people. 175p. D [c.'31] Bost., Pilgrim Press \$1.60

Each of these sixteen sermons was selected by its author as most representative of his message to young people today.

Wheeler, Tom L.

What readers want to know. 242p. il. D [c.'31] Huntington, Ind., Indiana Farmer's Guide \$1

Practical information about everyday problems of farming life.

Whitfield, Raoul

Danger zone. 216p. il (col.) D c. N. Y., Knopf \$2

A story for boys describing the crossing of a group of air pilots on an Atlantic transport during the War.

Whitney, Parkhurst

Time exposure. 306p. D [c.'31] N. Y., Farrar & Rinehart \$2

The story of a marriage during the time of great American business expansion.

Wiese, Kurt

Joe buys nails [il. by the author]. nop. il. (col.) obl. D c. Garden City, N. Y., Doubleday, Doran bds., \$1.50

The adventures of a country boy who went to buy some nails in a store a mile away. For children up to seven years.

Williams, Blanche Colton, ed.

O Henry memorial award prize stories of 1931; text ed. 421p. D '31, c.'30, '31 Garden City, N. Y., Doubleday, Doran \$1

Williams, Wilbur Herschel

The traveling Tingles. 234p. maps D [c.'31] Bost., M. Jones \$2

The story of an American family in Europe visiting Scotland, Ireland, Wales, England and France—giving the historical and geographical backgrounds of their trips in interesting fashion, for young people.

Wood, Carl Paige

The texture of music; a manual of elementary harmony. 161p. D [c.'31] Bost., Badger \$3.50

Wood, Mrs. Edith Elmer

Recent trends in American housing. 326p. (8p. bibl.) il. D c. N. Y., Macmillan \$3

A summary of housing conditions of small wage earners up to 1917, with developments since that date and suggestions for a further program of improvement.

Wordsworth, William

Wayside flowers; poems of the out-of-doors; selected by Edna Turpin. 76p. il., map O c. N. Y., Macmillan \$1.50

Wynne, May, pseud. [M. W. Knowles]

Patient Pat joins the circus. 60p. il (col.) T (Altemus' wee b'ks. for wee folks) [c.'31] Phil., Altemus bds. 50 c.

The story of a dog.

Yershov, Peter

Humpy; tr. by William C. White. 118p. il. O [c.'31] N. Y., Harper \$2.50

A prose translation of a Russian fairy-tale which has become a classic in Russia, in its original poetical form.

Young, C. Walter

Japan's special position in Manchuria: its assertion, legal interpretation and present meaning. 446p. map O (Japan's jurisdiction and internat'l legal position in Manchuria, v. 1) '31 Balt., Johns Hopkins Press \$3

Zeydel, Edwin Herman

Ludwig Tieck and England; a study in the literary relations of Germany and England during the early nineteenth century. 270p. (bibl. footnotes) O c. Princeton, N. J., Princeton Univ. Press \$2.75

The influence of English life and letters on Ludwig Tieck, Romantic poet and critic. Published for the University of Cincinnati.

Title Index to The Weekly Record

Does not include the material listed in smaller type

Accounting problems: intermediate. Rittenhouse, C. F. \$3 McGraw-Hill
Adventures in solitude. Grayson, D. \$2 Doubleday, Doran
Alabama in the fifties. Boyd, M. C. \$4.25 Columbia Univ. Press
Answer me. Cappers, E. O. \$1 Wilde
Arithmetic for today; bks. 1-3. Anderson, R. F. 72 c., ea. Silver, Burdett

Art in advertising. Twining, E. W. \$7.50 Pitman
Attune with spring in Acadie. Macintosh, C. H. \$3.50 Putnam
Barth (Karl), prophet of a new Christianity? Pauck, W. \$2 Harper
Bayle the sceptic. Robinson, H. \$4.25 Columbia Univ. Press

- Beauty of the Beatitudes, The. Ward, J. \$1.50 *Revell*
 Bedtime animal story book, The. \$1 *Altemus*
 Bells of India. Higginbottom, E. C. \$1.50 *Revell*
 Best college stories I know, The. Minot, J. C. \$2 *Wilde*
 Better left unwed. Loeb, M. H. \$1 *Mohawk Press*
 Bettering boyhood. Cheley, F. H. \$2 *Wilde*
 Beyond the Pyrenees. Aurousseau, M. \$3.50 *Alfred H. King*
 Bible sayings. Wells, A. R. \$1 *Wilde*
 Book of American Presidents, The. Hathaway, E. V. \$2.50 *Whittlesey House, McGraw-Hill*
 Boxing. Knebworth, E. \$6 *Lippincott*
 Broken earth. Hindus, M. G. \$3 *Cape & Smith*
 Buckley-White speller; grades 2 to 6. Buckley, H. M. 48 c. *Amer. B'k*
 Burke's speech on conciliation with America. 48 c. *Heath*
 California gardens. Dobyns, W. S. \$5 *Macmillan*
 Care and feeding of adults, The. Clendenning, L. \$2.50 *Knopf*
 Carolina low-country, The. \$5 *Macmillan*
 Carroll (Lewis) book, The. \$3 *Dial Press*
 Chicago. Smith, H. J. \$5 *Century*
 Christ child, The. Bible. \$2 *Doubleday, Doran*
 Christ's shining way. McCall, O. \$1 *Pilgrim Press*
 Columbus came late. Mason, G. \$4 *Century*
 Come with me to India! Kendall, P. \$3.50 *Scribner*
 Compendium of theology, A; v. 1. Berthier, J. \$2.75 *B. Herder*
 Contemporary drama; English and Irish plays, II. Watson, E. B. \$1.25 *Scribner*
 Cream of the jesters, The. Mussey, J. B. \$3 *Boni*
 Cuadritos cortos. Guerrero, L. J. 60 c. *Heath*
 Cum grano. Salt, H. S. \$3 *Oriole Press*
 Danger zone. Whitfield, R. \$2 *Knopf*
 Darrow (Clarence). Harrison, C. Y. \$4 *Cape & Smith*
 Dashes of lavender. Saunders, R. W. \$1; \$2.50 *H. L. Lindquist*
 Devotional year-book, The. Wells, A. R. \$2.50 *Wilde*
 Dialogues with Rodin. Hindenburg, H. \$3.75 *Duffield & Green*
 Dictionary of United States history. Jameson, J. F. \$9.50 *Historical Pub. Co.*
 Digging up biblical history. Duncan, J. G. \$3.75 *Macmillan*
 Dixon (A. C.) Dixon, H. \$5 *Putnam*
 Don Stefano Merola's paper mill. Goethe, J. W. von. gratis *Japan Paper Co.*
 Droll stories. Balzac, H. de. 95 c. *Modern Lib.*
 Early Kentucky literature. Jillson, W. R. \$2 *Kentucky State Historical Soc.*
 Egypt. Kelly, R. T. \$1 *Macmillan*
 Electrical equipment. Brown, H. W. \$5 *McGraw-Hill*
 Enterprise. Vanderbilt, H. S. \$7.50 *Scribner*
 Ethical religion of Zoroaster, The. Dawson, M. M. \$2.25 *Macmillan*
 Fascism. Barnes, J. S. \$1.25 *Holt*
 Financial racketeering. Stoddard, W. L. \$2.50 *Harper*
 Flag of the United States, The. \$3.50 *H. S. Kerrick*
 Fourth New Yorker album, The. \$2.50 *Doubleday, Doran*
 Fun with paper folding. Murray, W. D. \$1.50 *Revell*
 Gems and gem materials. Kraus, E. H. \$3 *McGraw-Hill*
 General Jim. Bartlett, A. C. \$1.75 *Wilde*
 Germany at a glance. \$1 *B. Westermann*
 Germelshausen. Gerstäcker, F. \$1.20 *Ginn*
 Gladness in Christian living. Nabers, C. H. \$1 *Revell*
 Hail Columbia. Lawson, M. A. \$5 *Doubleday, Doran*
 Harvard advertising awards, 1930. \$2.50 *McGraw-Hill*
 He made them twain. Coler, B. S. \$2.50 *Educational Press*
 Health hunter, The. \$3.50 *W. H. Loomis*
 Heat engines. Allen, J. R. \$4 *McGraw-Hill*
 History of Chinese art, A. Morant, G. S. de. \$10 *Cape & Smith*
 History of the United States, A. Adams, E. D. \$1.80 *Harper*
 Holy Land, The. Finnemore, J. \$1 *Macmillan*
 Horizon frames. Sweney, T. \$2; \$3 *Poetry Publishers*
 How our government is run. McFee, I. \$2.50 *Crowell*
 Humpy. Yershov, P. \$2.50 *Harper*
 Ideals of Mother McAuley and their influence, The. Miley, M. H. \$1.50; 50 c. *P. J. Kenedy*
 Impassioned clay. Powys, L. \$2 *Longmans*
 Introduction to advertising. Brewster, A. J. \$2 *McGraw-Hill*
 Ivory, scourge of Africa. Moore, E. D. \$4 *Harper*
 Japan's special position in Manchuria. Young, C. W. \$3 *Johns Hopkins Press*
 Joe buys nails. Wiese, K. \$1.50 *Doubleday, Doran*
 John Bull at home. Silex, K. \$2.50 *Harcourt*
 Junior method in the church school. Powell, M. C. \$1.50 *Abingdon*
 Laboratory manual of elementary college physics, A. Hammond, H. E. \$1.25 *Lucas Bros.*
 Lady of beauty, Agnes Sorel, The. Orliac, J. d'. \$3 *Lippincott*
 Lady of Godey's, Sarah Josepha Hale, The. Finley, R. E. \$3.50 *Lippincott*
 Lazy Bear Lane. Smith, T. \$2 *Doubleday, Doran*
 Leadership through Christian Endeavor. Davis, B. H. \$1 *Internat'l Soc. of Christian Endeavor*
 Let us in. Burke, J. R. \$2 *Dutton*

- Letters of Emily Dickinson. \$4 *Harper*
 Life and beauty. Robertson, P. W. \$2.25 *Longmans*
 Little maid of Fort Pitt, A. Curtis, A. T. \$1.50 *Penn*
 Longhorn trail, The. Craigie, H. \$2 *Clode*
 Lost warrior. Russell, S. K. \$2 *Mosher Press*
 Making farms pay. Claassen, C. J. \$2 *Macmillan*
 Manual of hand-made bobbin lace work, A. Maidment, M. \$4.50 *Pitman*
 Marginalia to life. Hillyer, A. \$2.50 *Thomas Perry Stricker*
 Master key to psychic unfoldment, The. Samadhi, D. \$1.50; \$1 *Crossley Pub. Co.*
 Measures of exports of the United States. Cowden, D. J. \$2 *Columbia Univ. Press*
 Mexican immigrant, The. Gamio, M. \$3 *Univ. of Chic. Press*
 Midget. O'Brien, R. J. \$1.25 *Benziger Bros.*
 Minnie Maylow's story. Masefield, J. \$2.50 *Macmillan*
 Moccasin murders, The. Perkins, K. \$2 *A. H. King*
 Modern nursery, The. Laurie, A. \$5 *Macmillan*
 More they told Barron. Barron, C. W. \$5 *Harper*
 Morning's at seven. Jay, M. F. \$2 *Wilde*
 Mourning becomes Electra. O'Neill, E. G. \$2.50 *Liveright*
 Mujeres del Quijote. Espina de Serna, C. 96 c. *Heath*
 Municipal self-insurance of workmen's compensation. Buechner, F. R. \$1.50 *Univ. of Chic. Press*
 My missal. \$1.75 *P. J. Kenedy*
 My sister's story. Ossorgin, M. \$2 *Dial Press*
 Nebuchadnezzar. Tabouis, G. R. \$5 *Whittlesey House, McGraw-Hill*
 O. Henry memorial award prize stories of 1931. Williams, B. C. \$1 *Doubleday, Doran*
 Old houses in Princess Anne, Virginia. Kellam, S. S. \$5 *Printcraft Press*
 Old mother Mexico. Carr, H. \$3 *Houghton*
 One-act plays for everyone. Totheroh, D. \$2 *S. French*
 Our Catskill Mountains. Haring, H. A. \$3.50 *Putnam*
 Our superconscious mind. Lyttelton, E. \$2.50 *Appleton*
 Palestine and Syria. Mohr, L. M. 68 c. *Rand, McNally*
 Paths to the presence of God. Palmer, A. W. \$1 *Pilgrim Press*
 Patient Pat joins the circus. Wynne, M. 50 c. *Altemus*
 Peter and Alexis. Merezhkovskii, D. S. 95 c. *Modern Lib.*
 Phantom fame. Reichenbach, H. \$2.50 *Simon & Schuster*
 Physical chemistry for students of medicine. Findlay, A. \$3.40 *Longmans*
 Physical requirements for commercial flyers. Chase, J. S. \$1.25 *Clason Pub. Co.*
 Please stand by. Loeb, M. \$2 *Mohawk Press*
 Portraits in pottery. Lee, A. \$6 *Stratford*
 Practical reader for adults, A; b'ks 1 and 2. Mason, J. D. b'k 1, 72 c.; teacher's ed., \$1; b'k 2, 76 c. *Heath*
 Procurador Yerbabuena, El. Navas, J. \$1.20 *Century*
 Program for America, A. Durant, W. J. \$1.25 *Simon & Schuster*
 Promiscuous. Macy, D. \$2 *Brentano's*
 Public pays, The. Gruening, E. H. \$2.50 *Vanguard Press*
 Pursuit of the flying smugglers, The. Theiss, L. E. \$1.75 *Wilde*
 Readings from Negro authors. Cromwell, O. \$1.50 *Harcourt*
 Readings in industrial psychology. Moore, B. V. \$5 *Appleton*
 Recent trends in American housing. Wood, E. E. \$3 *Macmillan*
 Representative opinions of Mr. Justice Holmes. Holmes, O. W. \$4.50 *Vanguard*
 Return I dare not. Kennedy, M. \$2.50 *Doubleday, Doran*
 Revelation of Saint John the Divine, The. Bible. \$7.50 *Scribner*
 Roman de Tristan et Iseut, Le. \$1.10 *Century*
 Roof, The. Galsworthy, J. \$1 *Scribner*
 Roosevelt (Theodore). Pringle, H. F. \$5 *Harcourt*
 Saints by firelight. Barclay, V. \$1.75 *Macmillan*
 Satchel guide to Europe, A. Crockett, W. D. \$5 *Houghton*
 School ventilation. New York Commission on Ventilation. \$1 *Teachers College, Columbia Univ.*
 Science of leadership, The. Shaver, E. L. \$1 *Pilgrim Press*
 Scientific approach to labor problems, A. Ford, A. \$4 *McGraw-Hill*
 Scientific self-defence. Fairbairn, W. E. \$3.50 *Appleton*
 Sea gold. McAlister, H. 60 c. *Saalfeld Pub. Co.*
 Select notes on the International Sunday school lessons. Wells, A. R. \$2 *Wilde*
 Selected poems. Riley, J. W. \$2 *Bobbs-Merrill*
 Sermons from the Psalms. Chappell, C. G. \$1.75 *Cokesbury Press*
 Sermons I have preached to young people. Weston, S. A. \$1.60 *Pilgrim Press*
 Should prisoners work? Robinson, L. N. \$2.50 *Winston*
 Signals from the stars. Hale, G. E. \$2 *Scribner*
 Simplified mathematics for accountants and executives. Grant, H. D. \$3.50 *McGraw-Hill*
 Sing song picture book, The. Gröger, H. \$2 *Lippincott*
 Snakes of the world. Ditmars, R. L. \$6 *Macmillan*
 South of zero. Ross, M. I. \$2 *Harper*
 Spirit of Piney Woods, The. Jones, L. C. \$1.50 *Revell*
 State-administered locally-shared taxes. Hutchinson, R. G. \$2.25 *Columbia Univ. Press*
 Story essays. McClay, H. L. \$1.24 *Holt*

- Studies in modern history. Gooch, G. P. \$3
Longmans
- Stuffed shirts. Brokaw, C. B. \$2.50 Liveright
- Talking pictures. Brown, B. \$3 Pitman
- Tara. Macalister, R. \$3 Scribner
- Tell me a story of Bunny Blew. Stewart, M.
\$2 Revell
- Tenth annual of advertising art. \$6
Book Service Co.
- Texture of music, The. Wood, C. P. \$2.50
Badger
- That boy at Roaring Brook Farm. McAlister,
H. 60 c. Saalfeld Pub. Co.
- These changing years. Payne, E. \$2 Penn
- Through the Bible in a year. Wells, A. R.
\$1 Wilde
- Tieck (Ludwig) and England. Zeydel, E. H.
\$2.75 Princeton Univ. Press
- Time exposure. Whitney, P. \$2
Farrar & Rinehart
- Told at the Explorers Club. Blossom, F. A.
\$3.50 Boni
- Toys and toy makers. Tippet, J. S. \$2.50
Harper
- Trailing Geronimo. \$3 A. Mazzanovich
- Traveling Tingles, The. Williams, W. H. \$2
M. Jones
- Treasure ship sails east, The. \$2 Macmillan
- Tremaine of Texas. Hoffman, W. D. \$2
McClurg
- Trench artillery A.E.F. Ottosen, P. H. \$3;
\$3.50 Lothrop
- Tried temptations. Haines, E. K. \$2
Farrar & Rinehart
- Try back. Higginson, A. H. \$7.50; \$20
Huntington Press
- Tucker (Josiah); a selection from his economic and political writings. \$5
Columbia Univ. Press
- Typhoid fever. Budd, W. \$5; \$10
Amer. Public Health Ass'n
- Unfashionable convictions. Bell, B. I. \$2
Harper
- Universe within, The. Shannon, F. F. \$1.50
Revell
- Village and open-country neighborhoods. Terpenning, W. A. \$4
Century
- Vocational studies in journalism. Pitkin, W.
B. \$2 Columbia Univ. Press
- Wages and wealth. Dickinson, R. \$2
Princeton Univ. Press
- Wanderings in Greece. Burnell, F. S. \$3
Longmans
- Washington marches on. Price, O. M. \$1
S. French
- Wayside flowers. Wordsworth, W. \$1.50
Macmillan
- Week-end cruise. Bellows, M. \$2
Mohawk Press
- What readers want to know. Wheeler, T. L.
\$1 Indiana Farmer's Guide
- Will to succeed, The. Garesché, E. F. \$2
P. J. Kenedy
- Will to win, The. Cheley, F. H. \$1.50 Wilde
- Wishing owl, The. Purnell, I. \$2.25
Macmillan
- World we live in and how it came to be, The.
Hartman, G. \$5 Macmillan
- "Yes, but—." Sperry, W. L. \$2 Harper

Old and Rare Books

Frederick M. Hopkins

THE library of the late George W. Riggs, Washington, D. C., including rare and early Americana, manuscripts of Indian treaties, important Washington letters and documents, was sold by the American Art Association Anderson Galleries, Inc., on October 28, 247 lots bringing \$13,457.50. Many lots were in poor condition, and prices were low in consequence. A few items and the prices realized were the following: the extremely rare second edition of Cabeza de Vaca's "Relacion" of 1555 printed at Valladolid brought \$410; Richard Eden's "The History of Traulyle in the West and East

Indies," etc., small 4to, calf, London, 1577. \$180; a collection of payrolls of the Royal Train of Artillery of Pennsylvania, and other documents relating to the French and Indian War, 1758-59, \$180; Contemporary manuscripts of an Indian treaty council held at Easton, Penn., July 21 to August 7, 1757, recorded by Charles Thomson, secretary for the Indians, 67 pp., folio, half morocco, \$750; Contemporary manuscript copy of the minutes of the Indian treaty council of Easton, Penn., Benjamin Franklin's copy, \$1,450; The Delaware Indian treaty of peace after Pontiac's War with minutes of a conference with

the Six Nations to settle boundaries, May, 1762, \$650; A.L.S. of Washington, 1 p., folio, Newburgh, April 22, 1783, to James Madison, \$370; rough draft of a letter by Washington 4 pp., 4to, to John Francis Mercer, relating to a debt, \$280.

THE catalogs of Elkin Mathews Limited, of London, in the last two or three years, have attracted a great deal of attention among collectors. In the timely introductions in recent months we have frequently found much to commend or indorse. Catalog No. 39, just received, is the first of a new series, to be issued monthly, each set in a distinctive type. In addition to their attraction as book catalogs it is intended to give them typographical interest as well. This first number of the series is set throughout in ten-point Caslon old face. Its size is $5\frac{1}{8}$ by $8\frac{1}{8}$ inches, contains 91 pages, lists 834 items, divided into four parts: Part 1, Books by or relating to authors who lived before the nineteenth century; Part 2, Books by nineteenth century authors; No. 3, Books by the Pre-Raphaelite authors; and Part 4, Modern first editions. The books are mainly first editions, moderate in price, with a sprinkling of rare and more expensive items. The catalog has an introduction, "Points & Pseudo Points," which as usual with these introductions, is timely and bibliographically sound. Undoubtedly these catalogs will attract a great deal of attention and many will take pains to preserve them.

IN his catalog of a sale to take place on November 14, Charles F. Heartman announces that *The American Book Collector*, a new magazine for book collectors, will shortly appear and will be edited by Charles F. Heartman and Harry B. Weiss. Mr. Heartman says: "It is earnestly hoped that all true booklovers who have been disgusted with the racketeering tendencies of the last few years, and who are opposed to further prostitution of the noblest hobby, will rally round the standard of the magazine. Of course, not all matter will be controversial; much constructive material will appear; the question of first editions will be thoroughly aired; bibliographies have been contracted for. Essays on various subjects of importance will be pub-

lished. The international aspect will, at times, be taken into consideration. Particular attention will be given to the present day situation; auctions will be analyzed and geneally bookish gossip will be included." The items in this second catalog of the season issued by Mr. Heartman includes early American humor, early American poetry, tracts and books relating to the Revolutionary War, the North American Indians, and many rare volumes of nineteenth century Americana.

THE death of W. K. Bixby of St. Louis ends a career as well known in the world of collecting as in the business world. Mr. Bixby began collecting manuscripts, books and paintings quite early and he put an enthusiasm into his hobbies that was infectious. He had a strong social side. As long ago as 1906, when the Bibliophile Society of Boston presented him with a \$4,000 punch bowl, the society expressed its regard for him in unmistakable language. The society spoke not only of his taste and learning but also of his unselfish generosity with which he had placed his priceless collections at the service of his friends. And the Bibliophile Society has good cause to feel grateful, for he had permitted it to publish the letters of Charles Lamb, a poem of Keats, Burns's "To Mary in Heaven," verse and prose of Eugene Field, André's Journal, Franklin's letter on balloons, the full text of Thoreau's "Walden," and other manuscripts. "Incidentally," says the *New York Times*, "he made a great circle of life about him, which he enriched by his ardent interest in the best that has come to be in any part of the world, in any age within his reach."

THE choice library of William H. MacAfee, of Pittsburgh, comprising American and English first editions including works of Jane Austen, Bacon, Barrie, Byron, Clemens, Coleridge, Cowper, Dickens, Emerson, Fielding, Harte, Hawthorne, Holmes, Keats, Kipling, Lamb, Longfellow, Lowell, Scott, Shakespeare, Shelley, Stevenson and many others, will be sold by the American Art Association Anderson Galleries, Inc., on November 12. The rarer items include Barrie's "Little Minister," 1891; Bennett's "The Old Wives' Tale," 1908; Boswell's

"Life of Johnson," 1791; Charlotte Brontë's "Jane Eyre," 1847; Dana's "Two Years Before the Mast," 1879, presentation copy from the author; a complete set of Dickens's Christmas Books; Emerson's "Essays," 1841, presentation copy; Fielding's "Tom Jones," 6 vols., 1749; Hawthorne's "The Scarlet Letter," 1850; Johnson's "Dictionary of the English language," 1755; Longfellow's "Evangeline," 1847; Melville's "Moby-Dick," 1851; Robinson's "The Torrent and the Night Before," 1896; Scott's "Waverley," 1813; Thoreau's "Walden," 1854; and Whit-tier's "Snow bound," 1866, first issue of the first edition.

THE library of John C. Pinto, of Scarsdale, N. Y. sold by the Ritter-Hopson Galleries, of this city, October 29, comprising 282 lots brought \$3,079.50. A few lots showing the range of prices were as follows: Miss Alcott's "Little Women," 2 vols., 1868-69, recase and repaired, \$50; Bierce's "Cobwebs from an Empty Skull," London, 1874, name on end paper, \$22.50; Crane's "Red Badge of Courage," 1895, \$32.50; Dickens's "Pickwick Papers," 5 vols., Philadelphia, 1837, first American edition, \$100; Mrs. Jackson's "Ramona," 1884, worn, \$20; and Mitchell's "Hugh Wynne," 2 vols., 1897, in case, \$22. The prices frequently seemed low, but when the rarity and condition of many of these first editions is considered they brought quite as much as could have been reasonably expected.

THE Shakespeare Head Press proposes to commemorate the three-hundredth anniversary of Michael Drayton's death, which falls toward the end of next month, by printing the first complete and critical edition of the poet's works. This tercentenary edition will be in five volumes, edited by Dr. J. W. Hebel, professor of English literature at Cornell University. The first four volumes will contain the text, reprinted from the original editions. In the last volume will be printed the critical apparatus, including a complete bibliography of the early editions and all variant readings. The portraits and frontispieces of the original issues will be reproduced in facsimile, as well as thirty maps with which Drayton illustrated "Poly-Olbion."

THE impression seems to have been drawn from some source that the translation of one of the Japanese classics recently published under the title "The Harvest of Leisure" in Wisdom of the East Series was the first to appear in English. In 1914 the Oxford University Press published W. N. Porter's translation of Kendo's "Tsure-Zure Gusa" under the title "The Miscellany of a Japanese Priest" in its Oxford Miscellany Series. This is a translation from the same Japanese classic as "The Harvest of Leisure." But even this was not the first translation in English for we understand there was a still earlier one issued by the Asiatic Society of Japan.

THE *Book Collector's Quarterly*, published by Cassell and Co., Ltd., and The First Edition Club of London, completed its first year with the October-December number just issued. This publication, from its first number, has been warmly received in England and America, and its subscription list is reported to be growing rapidly. This issue contains among its more important articles "On Collecting Jacobite Books and Prints," by Tancred Borenius; "Manuscript Books," by Graily Hewitt; "The Old Trumpeter of Liberty Hall," by Harold Williams; "A Bibliography of W. S. Gilbert" by John Carter; "Books on Type and Typefound-ing" by W. Turner Berry; and "On Music Printing, 1473-1701," by Desmond Flower.

Auction Calendar

Thursday afternoon, November 12th, at 2:15. The choice library of William H. MacAfee, Pittsburgh. (Items 309.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.
Saturday morning, November 14th, at 11 o'clock. Americana, books, pamphlets and a few autographs. (Items 177.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

America, Canada and the West Indies. (No. 365; Items 295.) Holland Brothers, 21 John Bright St., Birmingham, England.
American first editions, Californiana, etc. (No. 29; Items 100.) William McDevitt, 2079 Sutter St., San Francisco, Cal.
American history and travel, including Eastern, Southern and Western States, Canada, slavery, Lincoln, Civil War and the Revolution. (No. 24; Items 636.) Wright Howes, 144 South Michigan Ave., Chicago, Ill.
Books for boys and girls. H. R. Hunting Co., Springfield, Mass.
Books from famous modern presses. (No. 137; Items 407.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

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THE PUBLISHER'S WEEKLY.

BOOKS WANTED

AARON'S, 701 SHERIDAN RD., WINNETKA, ILL.
Herman Melville. Collected Works. 1922-23. 16 vols.
Frank Norris. McTeague. Collected ed. Doubleday, Doran. 1928.
Edward Rowland Sill. Collected Poems.

ABBEY BK. SHOP, BOX 144, LORAIN, OHIO
Carrington, Panurge, and Vizitelly imprints.

ABERCROMBIE & FITCH CO., BK. DEPT., MADISON AVE., N. Y.

Mitchell. Rept. Fish N. Y. 23, 1814. New York.

ACADEMY BOOK SHOP, 57 E. 59TH ST., N. Y.
Peel's Plays. Bullen ed.
Zola. La Terre. Boni ed.
Irving. Life of Washington. Vol. 5. 1st ed.

ALBANY PUBLIC LIBRARY, ALBANY, N. Y.
Jewett. The Tory Lover.

ALBEE BK. CO., 596 BELMONT AVE., B'KLYN, N.Y.
Balfour. Senile Heart.
Laycock. Brain and Mind.
Duckworth. Gout.
Delee. Ostetrics.
Lewis. Disorders of the Heartbeat.
Grossman. Gynecology.
Wiegger. Principles of Electrocardiography.
Peters & Van Slyke. Quantitative Clinical Chemistry.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.
Frank Crane's Four-Minute Essays.
The Virginia Blue Book.
De Gourmont. Decadence and Other Essays.

AMER. BAPT. PUB'N SOC., 313 W. 3RD ST., LOS ANGELES, CAL.
Lewis. Intermediate Worker and His Work.

AMER. BK. CO., ATT. AAJ, 88 LEXINGTON, N. Y.
Historical Guide to the City of New York. Revised ed. Stokes. 1913.

D. APPLETON & CO., 35 W. 32ND ST., N. Y.
Rainsford. Upton to the Meuse.

ARCHWAY BK. STORE, 47 N. 9TH ST., PHILA.
Hillyer and Damon. Danish Verse.
Pryor's Popular Names of British Plants.
McCutchen. Rose in the Ring. Cheap.
Farnol. My Lady Caprice.
Mystic Scroll.
Federal Cartooning Course. Complete.

ARGUS BOOK SHOP, 333 S. DEARBORN, CHICAGO
Eckstein. Noguchi. 1st ed.
M. D. Post. Man of Last Resort.
Harris, Frank. Contemporary Portraits. 4th series.
Faulkner, Wm. Sartoris; Marble Faun; Soldier's Pay. 1st eds.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.
Burr. Elasticity and Resistance of Materials of Engineering. Wiley. 1915.

ATTIC BK. SHOP, BOX 206, PLAINFIELD, N. J.
Poems of Bernard Barton. Phila. 1821.
Poems of W. C. Bryant. 5th ed. 1839.
Amer. Monthly Magazine. April, 1824.
Lord. Young Man and Journalism.

J. BAER & CO., HOCHSTR. 6, FRANKFURT A/M, GER.
North American Review. 1815 to 1825 incl.
Bogardus. Fundamentals of Social Psychology. 1924.
Ross. Principles of Sociology. Century.
Ellwood. Introd. to Social Psychol. 1917.
Sinclair. Samuel the Seeker; What's the Use of Books? 1926.

G. A. BAKER & CO., 247 PARK AVE., N. Y.
Carey, H. C. Credit System in France, Great Britain and the United States, 1838; Past, Present and Future, 1848; Harmony of Interests, Agricultural, Manufacturing and Commercial, 1852; Laws of Wealth, or Principles of Political Economy. 3 vols. 1840; Essays of Political Economy; Miscellaneous Essays, 1828; Principles of Social Science. 3 vols. 1858-59.

BAKER & TAYLOR CO., 55 FIFTH AVE., N. Y.
Alden. The Art of Debate.
Anderson. The Hobo.
Barker. Life of S. F. Austin, Founder of Texas.

Books Wanted—Continued

BAKER & TAYLOR—Continued

Beecher. Twelve Lectures to Young Men.
 Beer. British Colonial Policy, 1754-1765; Old Colonial System, 1660-1774.
 Bennett. Old Dead Wood Days.
 Bethman-Holweg. Reflections on World War.
 Birrell Obiler. Dicta. 2nd Series.
 Bliss. New Encyclopedia of Social Reform.
 Broadly. School Provisions for Individual Differences.
 Bron. Soviet Economic Development and American Business.
 Burgess. Measurement of High Temperature.
 Corsan. At Home in the Water.
 Church. Chemistry and Paints and Painting.
 Cutts. Scenes and Characters of Middle Ages.
 Davis. Immigrant Health and the Community.
 Davis. School and Home Gardening. 2.
 Edwards. Essay on the Will.
 Esenwein. Short Story in English.
 Gardiner. Jonathan Edwards: A Retrospect; Selected Sermons of Edwards.
 Goddard. Studies in New England Transcendentalism.
 Gosse. Seventeenth Century Studies.
 Gould. Oddities.
 Hannay. Spanish Gold.
 Henderson. Geology and Its Relation to Landscape.
 Hicks. Craft of Hand Made Rugs.
 Hill. Versailles, Its Life and History. 2.
 Hopkins. Scientific Amer. Ref. Book. Latest.
 Howard. Insect Book. 2.
 Hubert. The Secret Battle.
 James. Washington Square.
 Klein. Literary Criticism from Elizabethan Dramatists.
 Lankester. Spolia Maris; Contributions to Knowledge of Rhabdopleura and Amphioxus.
 LeGallienne. Pieces of Eight.
 MacKail. Springs of Helicon.
 Mahaffy. Greek Life and Thought.
 Major. Dorothy Vernon of Haddon Hall.
 Merrick. When Love Flies Out of the Window.
 Miller. A Knight's Life in Days of Chivalry.
 Nexo. Ditte Girl Alive.
 Nicoll. Robertson: Princes of the Church.
 Nyce. Adventures of Grey Fur Family.
 Poole's Index to Periodical Literature.
 Oemler. Woman Named Smith. 2.
 Raleigh. Discovery of Guiana.
 Reed. Master's Violin.
 Reynolds. The Treatment of Nature in English Poetry Between Pope and Wordsworth.
 Sandford. Poole and His Friends.
 Smith. Preserved. Erasmus.
 Steele. Land's End.
 Stetzle. American Social and Religious Conditions.
 Tappan. Letters of Colonial Children.
 Thouless. The Control of the Mind.
 Tileston. Children's Hour.
 Reconstruction of the English Church. Usher. Set.
 Walker. John Calvin.
 Wilson. Bunker Bean.
 Addison. Days with Sir Roger de Coverly.
 Benchley. Of All Things.
 Blake. Songs of Innocence. \$1.50.
 Hunt. Life in America One Hundred Years Ago.
 Henry. Princess Casamassima.
 Kellogg. Herbert Hoover, the Man and His Work.
 Diary of Sarah Kemble Knight.
 Marshall. History of France.

BAKER & TAYLOR—Continued

O'Brien. Best Short Stories. 1915, 16, 19, 20, 21, 24, 26.
 Sullivan. How to Work Way Through College.
 Talbot. Moving Pictures: How They Are Made.
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Forthcoming Issues

✿ ✿ ✿ George Stevens writes with enthusiasm in this week's issue on making this a book Christmas. Another article will follow Mr. Stevens's next week outlining in detail the plans which the National Association of Book Publishers are making to help booksellers make this dream come true. ✿ ✿ ✿

✿ ✿ ✿ Evelyn O'Connor, editor of *Boys' Life*, has written for next week "Inexpensive Juveniles for Christmas." She has carefully compiled four \$5. libraries for girls and four for boys. These libraries consist of balanced groups of books each of which may be bought for \$1. or less. ✿ ✿ ✿

✿ ✿ ✿ The Staple Stock Department next week will be devoted to the Bible and other religious books. Edwin Lewis, Professor of Systematic Theology at Drew University, has written on "The Permanent Place of the Bible." Professor Lewis makes a very good case for reviving the custom of having a

family Bible on the living room table, and giving the Bible as a wedding present. We hope that all booksellers will read this article whether they specialize in religious books or not. Professor Lewis writes very well and very persuasively. In the same department, Alex McKenzie of the Pilgrim Press Bookstore, Boston, writes a most helpful article on "Selling Religious Books as Gifts." ✿ ✿ ✿

The Publishers' Weekly

The American Booktrade Journal

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In addition to these deletions, several hundred names that appeared in the list of 1928 were dropped, for the reason that no response was received to any of the three communications in sealed envelopes, mailed at intervals during the past six months. The number of *changes of address* is over two hundred.

The new list, however, is enriched by the addition of 450 *new names of book-buyers with hobbies*, all eager to be in touch with current catalogs of old and rare items, and with publishers' announcements of limited and special editions of works that appeal to the collector. There are all-told about 2,000 addresses, with an index to the "hobbies" of each collector.

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